

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 23
Number 5

MAY, 1955

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\$2 a year

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Crusts
at Lower
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Cost
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Pie Flour**



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The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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WESTERN STAR KANSAS STAR GOLDEN CREST

A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY

The Western Star Mill Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Western Star flours in shuttle service from the Western Star mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

The WESTERN STAR MILL CO.
SALINA, KANSAS

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY



Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Candled and cracked
fresh

near the farm...

Delivered to your
bakery as you
need them...

BUD Frozen Eggs
make your cakes
taste better...sell better.



**Bemis multiwalls
are the way
you want 'em...**

Rough

ROUGH Outer Sheets—Bemis' Ruf-Grip paper gives you non-skid stacking, safer shipping, easier handling. Available if you wish.

and

Smooth

SMOOTH Inner Sheets—Bemis Multiwall Flour Bags have smooth inner sheets, give maximum efficiency in dumping with minimum loss of flour and least consumption of time. Your baker customers appreciate this.

You're ahead when you pack and ship in Bemis Multiwalls.

Bemis



General Offices—St. Louis 2, Mo.
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Also in the Bemis family...for the milling industry



Bemiln (Dress Print)
Cotton Bags



Cotton Sheeting Bags



Small Paper Bags



Becote White Blue-
lined Flour Bags

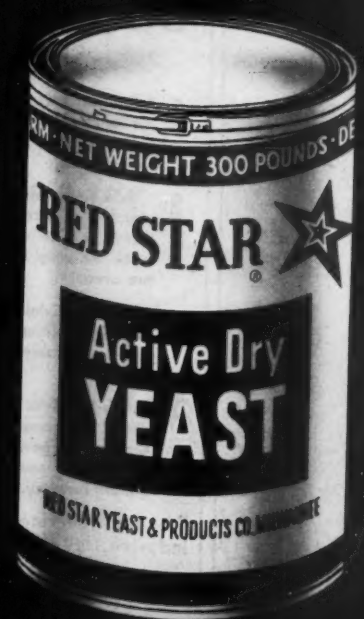


Burlap Bags



Bemis Special Thread

Jim
Let's settle it—
get the facts
from Red Star
and run it.
Joe



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



It's GOOD NEWS—But

It Takes More Than Moisture
To Produce Nebraska Premium Wheat

ECONO-FLO BULK FLOUR SERVICE

- 1 Bulk rail cars are now available for the movement of Gooch flours in shuttle service from the Gooch mill to bakers.
- 2 Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- 3 Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- 4 Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective"

Nebraska Wheat Farmers have for years been encouraged to improve the quality of their grain. To accomplish this a good share of them now follow the recommendations of the Nebraska Grain Improvement Association in seed selection, planting, care and storage of their wheat.

Here at GOOCH we carry through by doing a most skillful and scientific job of milling this fine wheat into the best of flour for the baking trade.

GOOCH'S BEST Identical Performance FLOURS

GOMEC ————— AKSARBEN

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

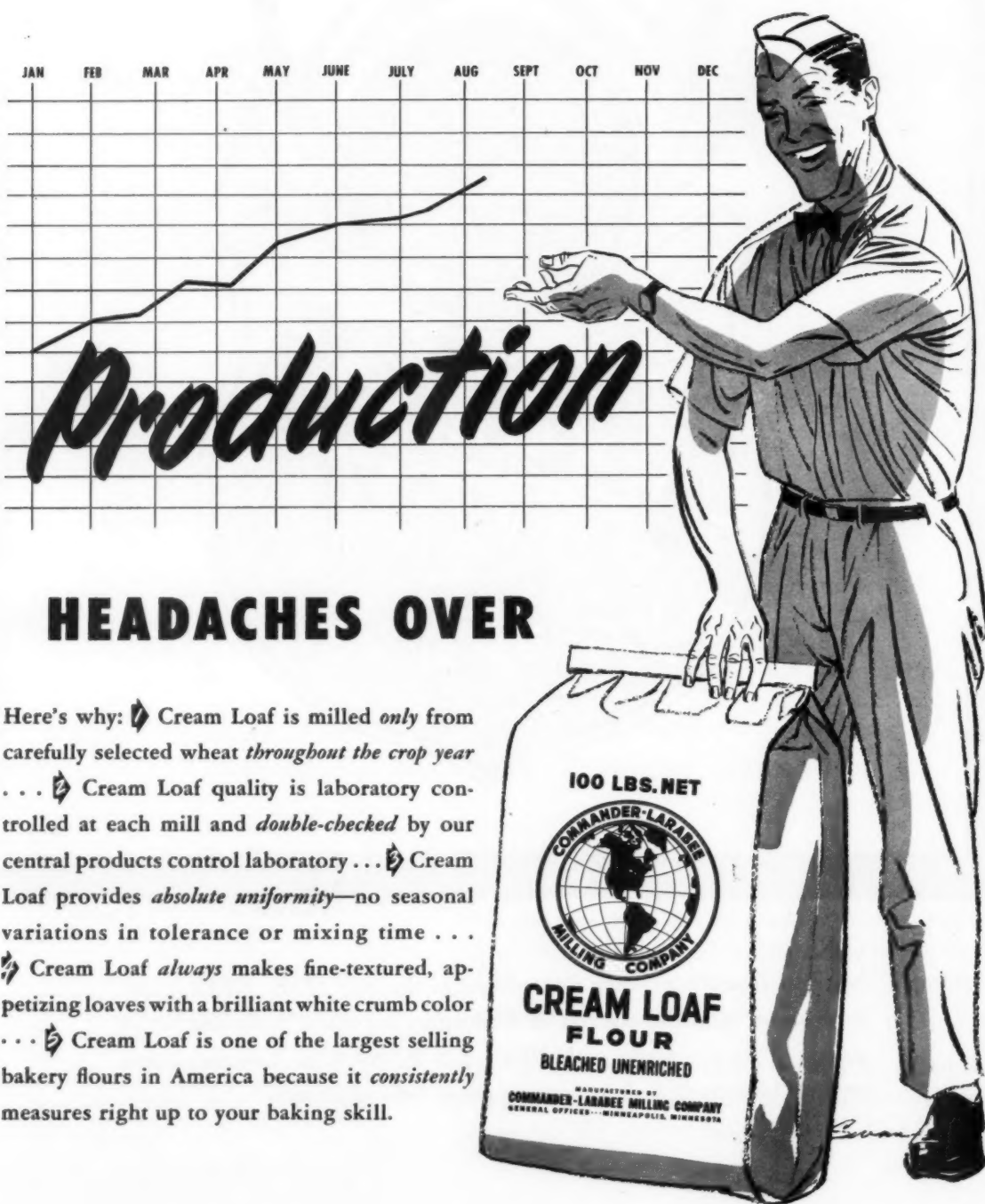
Elevator Space 4,000,000 Bus.



Not just flour, but *better* flour. That is the aim of the KELLY organization. And the success of this policy is evident in the fine bread scores of loaves made with KELLY'S FAMOUS. You can count on this famous brand for unsurpassed baking values.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.






The WILLIAM KELLY MILLING COMPANY
Capacity 5,000 Sacks HUTCHINSON, KANSAS Grain Storage 1,000,000 Bus.




JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

Production

HEADACHES OVER

Here's why:  Cream Loaf is milled *only* from carefully selected wheat *throughout the crop year* . . .  Cream Loaf quality is laboratory controlled at each mill and *double-checked* by our central products control laboratory . . .  Cream Loaf provides *absolute uniformity*—no seasonal variations in tolerance or mixing time . . .  Cream Loaf *always* makes fine-textured, appetizing loaves with a brilliant white crumb color . . .  Cream Loaf is one of the largest selling bakery flours in America because it *consistently* measures right up to your baking skill.

100 LBS. NET

CREAM LOAF FLOUR
 BLEACHED UNENRICHED
MANUFACTURED BY
 COMMANDER-LARABEE MILLING COMPANY
 GENERAL OFFICES—MINNEAPOLIS, MINNESOTA



Commander-Larabee
 MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Comment . . .

. . . by Cooley

Retail bakers all over the country are greatly interested in the march of self-service, particularly as it affects their businesses. The greatest participation in a question-and-answer session by retail bakers most of us have ever seen came at the recent Associated Retail Bakers of America convention in Miami Beach, when this new type of merchandising was discussed.



F. W. Cooley, Jr.

To supply or not to supply self-service facilities is a burning question to most retail bakers. At one end of the country, during the Pacific Northwest Conference, an operation was detailed which alleged that self-service was the salvation of the industry.

On the other ocean a baker experimented at length with self-service and said he had to quit before his customers disappeared.

Read the reports of the Miami Beach meeting of the Associated Retail Bakers of America in this issue, and see if you don't think it is time for the baker to analyze his entire operation in the light of proved merchandising trends, make what immediate changes he thinks necessary, and keep careful records to see if his profits live up to expectations.

These experiments will provide a valuable base of experience as to the advantages of self-service, pre-packaging, price-marking and impulse buying in his own stores—he will be in a better position to keep pace with food trends in a selling situation when it may be fatal to lag behind.

Quote-from-our-favorite-magazine-Time department: "Birthrate boom that started with the war shows no signs of slowing down, and sales of children's clothing are up 10% to 30%, still rising. The nation's under-18 population has gone up to 53.6 million (from 40.3 million in 1940), is expected to reach 62.2 million by 1960."

The afore-mentioned indicates a growing market for baked foods if we can keep the kids eating bread, sweet goods and baked desserts. However, another page of the same publication says:

A third of 10,000 California high-school students eat no breakfast. Reasons: Not enough time, no breakfast ready, no one to eat with. Nutrition experts blame the whole thing on Mom, "a slugabed who refuses to get up in time to scramble the eggs and perk the coffee."

Suggested solution: Tell Mrs. Homemaker how easy it is to toast lots of enriched bread and pour out a glass of milk.

Of course that survey was made by males and scientists—women aren't really so bad. Why, I know one girl who shot her husband with a bow and arrow so she wouldn't wake the kids.

As long as we are having days for everything, usually dedicated to getting people to spend more or honor something, why not a day for the poor guy who pays the freight?

As one looks out the window (have to stand up to do it) over this city's gracious boulevards, fuchsia convertibles gambol. Why not a Spring Fever Day?

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"If I'm to turn out fine French pastries, Johnson, I've got to know these French words."

Editorials . . .

WHIMSICAL CIRCUMSTANCE

Promotional "literature" designed to support research on a cancer cure came into this office the other day burdened with a curious indiscretion. An appealing and even persuasive letter was accompanied by a clipping describing the project. But on the back of the clipping were some printed paragraphs clearly indicating that the publication in which the cancer cure article was printed and espoused must be ranked as belonging to the crackpot fringe of journalism. The article on the reverse side of the cancer clipping complains of white bread, from which it is declared, important nutrients have been "blown out, bolted out, strained out and otherwise abstracted." The piece goes on in this wise:

"The wheat germ, with its Vitamin E, is entirely gone. Most of the minerals, lodged in the various wheat skins, have been made into food for animals. And the reinforced 'nutrients,' so highly praised on the bread wrapper, are inorganic, indigestible and certainly are intestinal irritants. Yet our laws permit baking companies to tell parents half-truths about the wonderful nutritive values of these loaves although if animals are fed on such bread exclusively, the animals die in a few short weeks. One would almost suppose that the public likes to be fooled because even the big magazines and newspapers do nothing to warn the householder of these frauds and fakes. Modern bread is not a staff of life—it is not even a crutch—it comes much nearer to being the material that helps make the coffins of Americans."

Members of the breadstuffs industries will not soon forget the infamous insinuations of many a diet crank in this country that white bread is a cause of cancer, and the well-worn crackpot slogan embodying the broader and equally mendacious allegation: "The whiter your bread, the sooner you're dead."

—BREAD IS THE STAFF OF LIFE—

THEN AND NOW

March 1 was the 42nd anniversary of the federal income tax. It was on Feb. 25, 1913, that the constitutional amendment providing for the income tax was ratified, and the effective date was March 1. Collections for the 10 months of that year amounted to \$31,344,539.66 for the 48 states, the Philippines and the territories. All the tax money collected from every source to run the country for the fiscal year ending June 30, 1914, amounted to \$344,424,453.85.

Millions, that is.

Taxes collected to run the country for the fiscal year ending June 30, 1953, totaled \$69,686,535,389. Income taxes for the year, plus social security taxes, amounted to \$37,254,619,257.

Billions, that is.

Trade Pulse

Oliver F. Gilliam, previously assistant manager, has been promoted to manager of the bakery division of Wilson & Co., with headquarters in Chicago.

The Fleischmann Division, Standard Brands, Inc., has announced the appointment of W. F. Kilian, former manager of the Baltimore district, as Philadelphia district manager. W. R. Rutherford, district sales manager, bakery, New York district, has been appointed manager of the Baltimore district. J. C. Hendrickson has been named assistant manager of the Philadelphia district and H. C. Haer has been appointed Philadelphia area manager.

New appointments recently announced in the refinery division of Armour & Co. include: M. B. Medlock, Jr., sales manager. He succeeds E. J. Reis, who has been assigned to special work on all Armour branded products; G. A. Dillon, sales manager, lard products, and D. P. Kavanagh, assistant sales manager; J. A. Lloyd, sales manager, shortenings and oils and H. L. Versen and L. M. Warren, assistant sales managers; F. V. Sebbard, eastern refinery sales manager, with headquarters at Jersey City; R. E. Bushock, refinery sales manager, St. Louis area, and J. P. Walsh, refinery sales manager, Pittsburgh area.

Officers elected at a meeting held at the Continental Baking Co. at Little Rock, of the Arkansas Bakers Assn., include Fred Fancher, manager of Meyer's Bakery, at Little Rock, president; Robert Miller, manager of Colonial Bakery, El Dorado, vice president, and Arthur Spatz, Little Rock, owner and manager of Spatz's Bakery, secretary-treasurer.

C. H. Babb Co., Inc., New England distributor of bakery equipment, has moved into new quarters at 1125 Tremont St., Boston. The company is headed by Charles H. Babb and William Foran. The company will have a centrally located show room and expanded service department, Mr. Babb said.

Lewis MacAdams, vice president of Food Industries Co., Inc., Dallas, has announced the appointment of the J. W. Allen Co., Chicago, as the distributor of Sporban liquid mold inhibitor, for the midwest.

Charles T. Meyer, Jr., Meyer Bakery, Little Rock, Ark., has been selected by County Judge Arch Campbell as a member of the Pulaski County area planning commission.

This Month . . .

Flour Market Review	Page 14
Formulas for Profit	Page 18
Ring the Baker's Doorbell	Page 27
Do You Know?	Page 22
Worth Loking Into	Page 36
In the Industry Spotlight	Page 41
Bake Shop Trouble Shooter	Page 42
Crusts and Crumbs	Page 43
Bakery Merchandising	Page 44
Index to Advertisers	Page 60
Convention Calendar	Page 64



PICNIC LAYOUT—Shown above is the front page of a four-page layout of picnic editorial copy and pictures prepared by the Bakers of America Program for its fourth annual "July Is Picnic Month" promotion. The layout was distributed to every daily newspaper in the country and to 5,000 weeklies early in April. Within days of the layout mailing, hundreds of orders for mats and glossy photographs had been received in the program office from newspapers throughout the nation. "The picnic layout is the background of the promotion," E. E. Kelley, Jr., president of the American Bakers Assn., said, "and such an unprecedented early demand for material is more than gratifying. It is a solid indication that this year's campaign will be an outstanding success." Last year more than 700 daily papers and hundreds of weeklies printed picnic supplements based on the program layout.

Survey Shows Place of Baked Foods In Supermarket Profit Picture

NEW YORK — Gross profit on bread sales in five Cleveland supermarkets during a 13-week period "relatively free from seasonal sales variation" averaged 17.3%, according to Progressive Grocer's "Foodtown Study" report released recently. Margin on flour and flour mix sales was 12.9%.

The highest margin indicated for bread in the published report was 32% and the lowest 9.1%. The gross profit on bakery soft goods other than bread averaged 20.4%, with the highest margin at 28.6% and the lowest at 17.7%.

The gross profit average for 323 product groups including bread was said by the report to be 17.9% or only .6% more than the average gross profit specified for bread.

Penny profit per package of bread sold was 4.4¢, while other bakery soft goods earned 5.6¢, the report said. The penny profit for all product groups sold in the stores was averaged at 6.7¢ per package by the study.

The bakery product group (bread and soft goods) occupied 2% of the total floor space in the stores, and contributed 2.7% of the total dollar sales done in all 323 product groups. The gross profit earned by the bak-

ery product group was said by the report to be 2.7% of the total dollar gross profit realized on all product groups. The figures were said to reveal close relationship between the per cent of total space occupied and the per cent of total sales and dollar margin that is contributed by some 47 major product groups within the stores.

Bread and bakery soft goods were exceeded only by soft drinks as the fastest selling items in packages sold per week, according to the study. Unit sales for the bakery group was indicated as 4,710, while soft drinks totaled 4,927. Bread alone accounted for 3,637 units per week and other bakery soft goods figured at 1,073, the report said. Frozen bakery goods totaled 171 unit sales per week. These figures, the report indicated, are based on average sales of the five super markets of \$45,535 per store per week and were unit sales per store per week.

Unit sales of crackers and cookies per store per week was said to total 3,243. Baby foods in comparison were slightly higher at 3,257 unit sales. Soft drinks, bakery products group, baby foods and crackers and cookies were the fastest selling items in the

(Continued from page 51)

Baking Firm Named in Exclusive Dealing Suit

WASHINGTON — The Federal Trade Commission May 3 instituted proceedings seeking to prohibit the use of exclusive dealing contracts by Cross Baking Co., Inc., 101 Main St., Montpelier, Vt., in the sale of its bakery products.

A formal commission complaint charged the company with selling merchandise on condition that purchasers will not use competitor products. This, the complaint alleges, is a violation of Section 3 of the Clayton Act. This section prohibits exclusive dealing agreements where the effect "may be to substantially lessen competition or tend to create a monopoly. . . ."

The company sells to chain stores, independent grocers and food wholesalers such items as bread, rolls, cakes and pastries trade-marked under the names "Freshbake," "Holsum," and "Duncan Hines."

The complaint alleges, as typical of the type of transaction complained of, that the company has arranged with a large chain store organization, The Grand Union Co., East Paterson, N.J., to handle Cross bakery products in many of its retail stores to the exclusion of any other bakery products.

The complaint also alleges that a similar arrangement has been made with Cross-Abbott, White River Junction, Vt., buying agent of the Red and White Stores.

As a result of this practice, the complaint charges, competitors of Cross Baking Co., have been unable to sell to Cross' exclusive dealing customers, who, in turn, have been hampered by not being able to purchase other bakery products.

G. Landale Edson, president of the company, also is named in the complaint.

The parties are granted 20 days in which to file answer to the complaint. A hearing is scheduled July 11 at 10 a.m. before hearing examiner Everett F. Haycraft.

—BREAD IS THE STAFF OF LIFE—

Continental Purchases Memphis Food Firm

NEW YORK — Continental Baking Co. has agreed to purchase all stock of Stewart's Inc., Memphis, it was announced here by Continental.

Stewart's is a producer of potato chips, mayonnaise and "snack" items. Its main plant is located at Memphis with others in Little Rock, Ark., and Chattanooga, Tenn.

William Fisher, treasurer of Continental, said that Natalie V. Stewart, president of Stewart's, would continue in that position. Mr. Fisher indicated Continental's purchase of Stewart's, which will be operated as a subsidiary, is part of Continental's diversification program.

—BREAD IS THE STAFF OF LIFE—

New Jersey Baker Wins \$600 Scholarship

SOUTH RIVER, N.J. — A \$600 scholarship to Dunwoody Institute, Minneapolis, was awarded recently to Edward Pleskon by the North Central Jersey Bakery Owners' Assn.

Mr. Pleskon, a baker's apprentice, will study advanced technical methods in baking.

Formal presentation of the scholarship award will take place May 1 at the Bakery Owners' Association's annual dinner.

Further Dip in Flour Consumption Expected by USDA

WASHINGTON—Further decreases in the per capita consumption of wheat flour are expected by the Agricultural Marketing Service. The 126 lb. per capita use in 1953 shows a drop to 124 lb. in 1954 under a preliminary estimate by the U.S. Department of Agriculture subsidiary.

Preliminary indications for 1955 show a further dip to 123 lb.

In its publication, the National Food Situation, the marketing service said retail prices of flour and bread have been averaging slightly higher than in early 1954.

"With the lowering of the support price for wheat this summer from \$2.24 to \$2.06, we can expect some reduction in flour prices," the report states. "The price of flour is such a small part of bread production costs that bread prices may not change noticeably."

—BREAD IS THE STAFF OF LIFE—

St. Regis Announces Plans to Acquire Pollock Paper Corp.

DALLAS — The Pollock Paper Corp., Dallas, headed by Lawrence C. Pollock, president, has reached an agreement with St. Regis Paper Co. whereby that firm will acquire the Dallas concern through an exchange of stock. The announcement of the deal was made by Roy K. Ferguson, president of St. Regis, at the recent annual meeting of his firm, and he added that further details would be revealed when the transaction is finally completed.

Mr. Ferguson said the net income of the first quarter of 1955 amounted to \$4,129,968, equal to 72¢ a share on the 5,511,993 shares outstanding at the end of that quarter. This compared with \$3,949,456 for the first three months of 1954, equal to 70¢ a share on the 5,397,575 shares of common stock at the end of that quarter. Net sales for the first three months of this year reached a new record level for any quarter, being \$55,049,575, compared with \$50,094,955 in the corresponding period last year.

—BREAD IS THE STAFF OF LIFE—

W. E. Long Managers Conference June 20-22

CHICAGO—The W. E. Long Co. will hold its annual General Managers' Conference June 20-22 at the Edgewater Beach Hotel, Chicago, according to an announcement by E. E. Hanson, president of the management service organization.

The conference will be the 41st in a series which has been interrupted only by war years. Scheduled to address the opening session is Henry H. Heimann, executive vice president of the National Association of Credit Men. Mr. Heimann is recognized internationally as one of America's keenest economic observers and is well known as a speaker on business conditions.

According to Mr. Hanson, other program details will not be announced prior to the conference, but some of the nation's leading independent bakers will take part in discussions of vital significance to the Long Co.'s clientele and to the baking industry.

65,000 Doctors on List To Receive Literature On Benefits of Bread

CHICAGO—Plans have been made by the Royal Order of Loyal Loafers, volunteer group banded together for the benefit of the baking industry, to reach 65,000 U.S. doctors with the "Operation - Doctors" campaign this year.

The campaign involves placing in the hands of these doctors a copy of "How Much Do You Know About Bread?" and "The Enrichment of Bread," publications designed to remind them of the contributions made by bread to the U.S. population's diet.

Over 85,000 doctors were reached in last year's campaign.

The minimum goal set for 1955 was a distribution of a half million of the little stickers urging bakers and allied tradesmen to "Do a Deed Today to Build Your Industry." Distribution has reached nearly 300,000.

The annual "July Is Picnic Month" will be the first promotion to get a boost from the stickers which the Loafers urge be attached to all intra-industry correspondence. New stickers will carry the words "Promote Picnic Month" to remind members of the industry to swing in behind the picnic promotion which has grown into the biggest single promotion in the food industry. Stickers also will be keyed to other special campaigns of the year such as the Good Breakfast promotion in February and March of each year.

Now undergoing a test in South Bend, Ind., "Operation—Beauty Parlors" will place in the hands of some 160 beauty parlor operators copies of "Eat and Grow Slim" and an offer of free copies to be given to their patrons. The results of this test will determine whether "Operation—Beauty Parlors" will be promoted on a nationwide basis.

Another front will be opened on diet-minded folks through promotion of a new book "The Slim Gourmet." By Dr. Lederman, "The Slim Gourmet" tells of how one can diet and still enjoy bread and other bakery foods. Loafers will seek to place copies in public libraries in their area. "Gourmet" is available to Loafers at a reduced price through the Bakers of America Program.

Among other projects under consideration is one to encourage bakers to use special end labels promoting the distribution of educational material prepared by the American Bakers Assn.

Thomson Named Division Of Wallace & Tiernan

BELLEVILLE, N.J.—F. G. Merckel, president of Wallace & Tiernan, Inc., has announced that Thomson Machine Co., a wholly owned subsidiary, will be merged into the parent company and will be known as the Thomson Machine Division, Wallace & Tiernan, Inc. The change is being made to effect certain operating economies and will not change the Thomson activities in the bakery field.

No personnel changes are contemplated and the new Thomson Machine Division will continue to supply dough moulding and other bakery equipment.

The general offices of the Thomson Machine Co. will be moved to 25 Main St., Belleville 9, N.J., the general offices of Wallace & Tiernan, Inc. Manufacturing facilities will remain at 323 Cortlandt St., Belleville.



C. W. Steinhauer

RECEIVES DUAL HONORS—In a recent bulletin following the annual stockholders and directors meeting, W. Clark Dean, president of the Union Steel Products Co., Albion, Mich., announced the election of Carl W. Steinhauer to the position of vice president of the firm. During this same week, Mr. Steinhauer was accorded a second honor when elected president of the Rotary Club of Albion.

Wisconsin Bakers' Group Plans for Fiftieth Anniversary

MILWAUKEE — The Wisconsin Bakers Association, Inc., will celebrate its fiftieth year of industry service at the group's convention in Milwaukee Sept. 11-13.

The association plans to issue a golden anniversary book which will contain the convention program, a list of all association presidents back to the group's founding on Sept. 14, 1905, photographs of present officers and members of the board of governors and accomplishments of the past 50 years.

The book will also contain a roster of allied firm members and a classified buyers' guide. Full-page and half-page advertisements will be offered to allied concerns to help defray the cost of preparation.

—BREAD IS THE STAFF OF LIFE—

Robert E. Bond Named To Borden Sales Post

NEW YORK—Robert E. Bond has been appointed northeast sales district supervisor for the industrial products department of Borden Food Products Co.

Mr. Bond is past president of the New England Bakers Allied Tradesmen, and he will continue as New England sales representative of the department, according to the announcement.

—BREAD IS THE STAFF OF LIFE—

Chicago Office of GMI In New Headquarters

PARK RIDGE, ILL.—The Chicago sales and administration office of General Mills, Inc., was moved to its new headquarters April 25. The new address is 460 So. Northwest Highway, Park Ridge, Ill. The new telephone number is TAlcott 3-1166.

Survey Shows "Serious Shortage" Of Bakers for Hotel Industry

NEW YORK—There is a serious shortage of qualified cooks and bakers for hotels and restaurants, according to a research survey completed recently by McKinsey & Co. for the Statler Foundation, Buffalo.

Results of the survey were released March 31 and 16,000 copies of the report entitled "A Research Study to Improve the Supply of Cooks and Bakers for the Benefit of the Hotel Industry" will be distributed to individuals and organizations in the educational, vocational, hotel, restaurant and food processing fields.

Those receiving the report will include 100 leaders in the flour milling industry, as well as schools providing courses in cooking and baking.

The report stresses that the shortage is primarily qualitative, not quantitative. There are large numbers of people working as cooks in hotel kitchens today who by training or experience do not work to the standards of hotel cooking, according to the survey. It indicated these people were "for the most part ordinary cooks, short-order cooks, those who have been trained in mass cooking methods like those of the armed forces, or bakers trained in commercial techniques."

Many do not adopt a career attitude toward their occupation, the survey said, but look on a job in a hotel as merely a way of earning a living. One union official is quoted as saying that "there are more shoemakers cooking today than there are cooks."

One important observation was "with a few notable exceptions, hotels do not look to trade or vocational schools as sources of new employees." Entry to the occupation was stated to be "haphazard" and that no recognized channels exist, or are used by enough members of the hotel and restaurant industry, by which individuals can enter the occupation.

It was pointed out that a large majority of the more than 550,000 cooks and bakers (excluding domestic workers) in the nation today are employed by hotels and restaurants. Hotel employment of cooks and bakers was estimated at 40,000 and restaurant employment at 320,000.

The survey did not provide a breakdown as to number of cooks employed and number of bakers employed.

The survey reveals that hotel managers point to the fact that unions today force them to take any man with some experience as a cook or baker. Cooperation between the industry, unions and vocational schools was seen as the solution to this problem.

Schools, programs of on-the-job training and the like are not providing a sufficiently large supply of trained personnel to enable the hotel and restaurant industry to maintain food operations even at present levels of volume and quality, the report claims. The present qualitative shortage may become a serious quantitative shortage within a few years, it stated.

Rebuilding the status of cooks' and bakers' jobs was one of the things called for in visualizing the problem. Better use of existing educational facilities and providing formal training were considered important parts of the solution. The type of cooking and the skills required were said to be different from those required for general large-quantity cooking, in-

cluding mass baking. Training must be different from general vocational training for the occupation, the survey said.

The industry, according to the report, must look to the trade and vocational schools of high school or junior college level that offer some kind of instruction in cooking. The typical vocational school generally does not come close enough to the serious, professional type of instruction required to train cooks and bakers for the hotel industry, the report said. It found that in most of these institutions instruction is not given by professional chefs or bakers. It is absolutely imperative that instructors be well-qualified cooks and bakers, the report declared.

Graduates of such schools have not entered or contributed significantly to the hotel and restaurant industries, according to the survey. This was blamed on the fact that most hotel men do not contact vocational schools to recruit new people and that members of the hotel and restaurant industries have generally not taken an interest in, or cooperated with, the schools in their locality. Instructors or school directors in the cooking programs of vocational schools have taken little initiative in trying to approach, or establish working relationships with, hotel and restaurant managers in their localities, the report added. It noted a reluctance on the part of vocational counselors at these schools to steer students into cooking and baking courses. These, the

(Continued on page 52)



William E. Zimmermann

SALES HEAD—The appointment of William E. Zimmermann as vice president in charge of sales for the Rapinwax Paper Company was announced recently by John J. Ahern, Jr., president of the Minneapolis firm. Mr. Zimmermann, who has been general manager of the industrial tape division of Minnesota Mining & Manufacturing Co., St. Paul, has already assumed his new position with the firm, which is a national supplier of paper and foil packaging products for consumer and industrial markets. Born in Philadelphia, Mr. Zimmermann attended the Wharton School of Accounts and Finance and the University of Pennsylvania. He joined Minnesota Mining in 1938.

Retail Bakers Urged to Keep up with New Trends in Merchandising; Adopt Better Methods for Greater Profit

By FRANK W. COOLEY, JR.
Editor, The American Baker

MIAMI BEACH, FLA.—One of the retail baking industry's most interested audiences at business sessions, coupled with ample time for fun and frolic, distinguished the 37th annual convention of the Associated Retail Bakers of America here April 24-27.

"The retailer should have no fear of the future if he will follow the proper formula," William F. Thie, Virginia Bakery, Cincinnati, retiring ARBA president, told the opening business session. "Quality plus convenience equals success—the consumer will go out of his way to get quality foods."

The convention opened the afternoon of April 24 with a cocktail and get-acquainted party around the swimming pool area of the Saxony Hotel, one of the three Beach hotels set aside for the convention. Emil Hilbert, Hilbert School of Cake Decorating, Chicago, had a capacity crowd for his cake decorating demonstration which opened the convention proper the following morning. For nearly two hours the audience watched Mr. Hilbert's three-dimensional method of cake decorating and heard his advice to keep decorating "simple and attractive."

Fred A. Grimmig, Jacques Pastry Shop, Miami Beach, who had traveled all over the country to tell retailers of the benefits of a Florida convention, called the first business session to order as convention chairman. Following an invocation, Harold B. Spaet, vice mayor of the convention city, presented keys to the city to association officials, and Bernard Bowling, Plehn's Bakery, Louisville, took over as session chairman.

George Chussler, Bakers Weekly, Chicago, ARBA honorary director, described the "tools we need in business" involved in ARBA membership, and urged an all-out effort to increase the number of retailers affiliated with the national organization. He paid tribute to the Associated Retail Bakers of America for its leadership for so many years, lauded the merchandising ideas and display fixtures available through the association and noted the introduction of a new booklet, "Why Did I Join ARBA," which describes in detail the many benefits of membership.

Continuing his address, Mr. Thie said that the industry has not fared so well in competition with other foods.

"Perhaps it's our own fault. We will have to use talent and skill and be aggressive in our business—the market is there, when 27% of the national income is spent on food."

The ARBA president also deplored the slowness of the baking industry in getting into the frozen food field, which has seen producers outside the baking industry practically dominate the frozen pie field.

"We are in a freezer way of life," Mr. Thie said, "with 2,500 freezer food plants in existence now. Bakers must be aware of this competition and market."

B. E. Godde, past president of the association, read nominations for new

officers and directors of the association. Mr. Godde, now a broker of bakery supplies, said "the industry deserves the best from each one of us" in referring to his long affiliation with the organization as owner of Godde's Pastry Shoppes in Battle Creek, Mich.

Ann Russell, consumer service representative in the South for the American Institute of Baking, told of the activities of her department in telling home economic departments and others of the value of baked foods, influencing eating and buying habits, working with health supervisors and school lunch supervisors.

Miss Russell mentioned the "great demand" for demonstrations all over the South, and said one of her strong talking points is that the baker is helping to take the work out of homemaking.

Ralph S. Herman, General Mills, Inc., Minneapolis, chairman of the ARBA allied advisory committee, introduced the featured speaker of the morning, Patrick Cannon, former congressman from Florida and present circuit judge of Miami, who spoke on the nation's place in the international scene.

"The disappearance of time and space limitations has made us citizens of the world whether we want it or not," Judge Cannon said. "And we have done little to sell democracy to the world."

The speaker mentioned the natural jealousy toward this country in other nations because of the progress the U.S. has made in a few decades, and said that much of the blame for this misunderstanding could be placed on the lack of diplomatic training for U.S. envoys.

Mr. Grimmig concluded the first day's session with a demonstration of his tea cookies which have formed the base for an excellent business for many bakers. Fifty to 60 varieties are possible from the four formulas given on page 47, Mr. Grimmig said, and he advocated a price of \$1.50 lb. in any type of market.

Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., then treasurer of the association and chairman of the multiple unit dinner meeting, presided at the evening meeting for operating bakers only to hear several

multiple unit operators discuss their procedures.

A. E. Pile, Hough Bakeries, Inc., Cleveland, spoke on "Good Personnel Relations is Good Advertising." John S. Clark, Roselyn Bakeries, Indianapolis, on "Increasing the Average Sale per Customer," and Fred Ecker, Burny Bros., Inc., Chicago, on store management and control.

Because of space difficulties brought on by the strike-bound hotels' labor shortage, the youth unit, under Gerald Velzen, Community Bakery, Grand Rapids, Mich., was combined at dinner with the MUR group.

The Allied Trades of the Baking Industry, Inc., assisted by the Southern Bakers Allied Assn., opened the second day of the meeting with an allied breakfast open to the entire convention. James E. Stroupe, Atlanta broker, acted as master of ceremonies to introduce Claude A. Bascombe, Standard Brands, Inc., New York, national secretary-treasurer and Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., national president. The Southern group was represented by its president, Paul D. Nease, Russell-Miller Milling Co., Birmingham.

H. A. Schulenberg, Travelers Insurance Co., Miami, was the featured speaker. He welcomed the conventioners to "The Land of the Palm—royal, coconut and outstretched."

"In the over-all picture," Mr. Schulenberg said, "Competition makes all businesses about the same, with the 13th doughnut perhaps spelling the difference between your business and another."

Mixing levity with his merchandising advice, the speaker concluded by listing what were, in his opinion, the ten commandments of salesmanship:

Be agreeable. Know the product. Don't argue or disagree. Explain the product. Tell the truth. Be dependable. Beware of egotism. Remember names and faces. Think success; be confident.

The bakers' business session was under the chairmanship of Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis. He introduced Jodean Cash, Fuchs Baking Co., Miami, a director of the American Bakers Assn., who brought to the retailers a message



Bernard Bowling
President

from the chairman of the ABA, Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., who could not attend the ARBA convention.

"Production and distribution problems are not too different in any segment of the baking industry," Mr. Cash said. "Ingredient prices may advance beyond the bakers' ability to hold the price line, and, seeing no decline in the near future in those ingredient prices, the baker's only chance is to guard every internal cost factor."

Mr. Cash also listed as mutual problems the need to build greater appreciation and demand for bakery foods. He stressed the consumers' lack of understanding of the contribution of bakery foods to good nutrition.

"Bakers at all levels are obligated to distribute the material made available by ABA and ARBA," Mr. Cash said. "Everyone must cooperate in this educational task—to supply true facts about the industry to help combat the food faddist—to get this material in the hands of those for whom it can do the most good."

"Merchandising Magic" sparked with real magic was the contribution of Roberta Lamb, of the test kitchens of Standard Brands, Inc., New York, who used a magician's ability to pull several new merchandising ideas out of a seemingly empty tube.

Noting that direct mail volume shows a steady increase of 51% over 1950 levels, Miss Lamb advocated the use of direct mail by the retailer to build business. In addition to the letters and cards looking for birthday and anniversary cake business from the neighborhood, the speaker advocated a businesslike letter which could be sent to local manufacturers and merchants suggesting the use of birthday cakes as an in-plant or advertising promotion. A letter was also shown pointing up the increasing popularity of the "coffee break" and asking for the sweet goods business from a plant. This letter listed prices and items suitable for such a use.

Miss Lamb suggested a card file on which the name, date and address of a customer could be noted whenever a cake was sold. The adding of names from birth and marriage announcements was suggested so the direct mail system could be started the following year.

Discussing the value of color and merchandising techniques, the speak-

Bernard Bowling Heads ARBA

Bernard Bowling, Plehn's Bakery, Louisville, Ky., former first vice president of the Associated Retail Bakers of America, was elected president of the organization at the recent ARBA meeting in Miami Beach. He succeeds William F. Thie, Virginia Bakery, Cincinnati.

Mr. Bowling has been an officer in the Louisville and Kentucky bakers' associations. A graduate of Notre Dame University, Mr. Bowling began his baking career ten years ago in the bakery owned by his uncle, Kuno Plehn. He took over the business when Mr. Plehn retired.

Elected first vice president was

Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis, Mo. Charles Schupp, Schupp's Bakery, Washington, D.C., becomes second vice president, and Paul M. Baker, Jenny Lee Bakeries, McKees Rocks, Pa., third vice president. Trudy Schurr, Chicago, was reappointed secretary, and L. Carroll Cole, Cole Bakeries, Muskegon, Mich., was named treasurer.

Elected to the board of directors were Fred Ecker, Burny Bros., Chicago; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio; Richard Methvin, Gloucester (N.J.) Bakery; Harry Zimmerman, Emporia (Kansas) Pastry Shop, and Anthony Ross, Ross Bakery, Syracuse, N.Y.

er told how one baker had increased his charlotte russe business 500% by just topping the russe with its cherry in front of customers or in a window set-up.

Among other suggestions was the use of related items in window displays selling pies, and the use of old, scrubbed-clean peels as trays for pies in window displays. Packaged and gift-wrapped fruit cakes were recommended as profitable holiday displays, with a small Christmas tree decorated with cookies arranged on a string a possibility not only as a good window idea but one which might spark the sale of cookies for a similar home use.

The "supermarket conditioning" of the housewife should be understood by the baker, Miss Lamb said. She advocated the pre-packaging of some items as an aid to more sales of standard items that are usually called for at rush hours.

When doughnuts are hand cut, the centers can be fried as "doughnut balls" and sold to the type of buyer who doesn't want the larger doughnut, the merchandiser suggested.

Small paper plates and forks should be available for sampling—and the adult should be given samples as well as the children, she reminded.

"Merchandising magic is based on human emotions," Miss Lamb said. "Angel food cakes are becoming popular largely because of the full-color ads in the national magazines, playing up to the homemakers desire to create something. The baker can't make the sloppy type of icing if he wished."

"With the do-it-yourself trend so pronounced, there is no reason why the baker shouldn't cater to the housewives' desire to do something themselves—the baker can sell an untopped angel food cake and include a printed recipe sheet that gives four different icing recipes which can be added by the housewife easily."

The speaker said the recipe sheets are available in easy-to-use pads and display cards, as well as large full-color posters to glamorize the cakes by showing what the completed cake will look like. Several bakers had increased their sale on uniced angel food cakes by 150% with this merchandising scheme, Miss Lamb reported.

"In modern merchandising, convenience is the 'open sesame' to greater sales and larger profits—convenience in pre-packaging, price tagging, keeping track of birthdays

and anniversaries, and being awake to new merchandising opportunities," she concluded.

William A. Quinlan, Washington counsel of the ARBA, reported at length on what's cooking on the hottest part of the Capitol stove as it affects retail bakers. He emphasized that the ARBA attempt to have surplus butter made available for bakers had died a-borning.

"The basic problem was to make the surplus butter available to the baker at a low price so he could use a lot more of it, and build increased consumption of butter, which would ultimately benefit the farmer, but to do all this without interfering with the commercial market prices of butter.

"In other words, under the law the Government had to buy butter at high prices, take it off the market and put it in storage, in order to keep the price up. How, then, could it sell that butter to commercial users at a low price without defeating its own purpose?

"The proposed plan that was developed called for sale of Grade A surplus butter at 15¢ lb. to any baker or group of bakers who wished to buy it in carload lots, who would agree to use it all in their own bakery products, and who would certify that until they had used it up they would also continue to buy from regular commercial suppliers at least as much butter as they had bought during the same period of the preceding year.

"That plan was not perfection in every detail; there wasn't any plan that would be open to no criticism whatever; but it looked pretty good for practical purposes.

"However, at long last it was turned down—we think primarily because of objections from certain representatives of the dairy industries, who would have preferred a plan having greater advantage for themselves," Mr. Quinlan reported.

There is a proposal in Congress to authorize the Commodity Credit Corp. to have surplus commodities processed for relief and school lunch distribution, the speaker noted.

CCC could, for example, have surplus wheat milled into flour for such distribution. Although it is doubtful, the government might even in some cases have such commodities made into bread. All processing would have to be done through commercial processors "to the greatest possible extent."

The Defense Production Act, which gives the President authority for allocations, rationing and priorities in an emergency, is set to expire again next June 30.

"Those powers probably will be extended again without much objection. In addition, however, although there have been changing reports about what the Administration will recommend to Congress, it looks right now as though there will be an effort to write emergency price and wage control powers into the law—an effort which certainly would precipitate a fight," Mr. Quinlan said.

The Two-Price Plan

The "two-price plan" for wheat is due for consideration by this present Congress. The House Committee on Agriculture has favorably reported the Bill H.R. 12, which provides for that plan, to become effective with the 1956 wheat crop if favored by a majority vote of farmers, it was reported.

It would replace the present price support approach, which consists of government loans, purchases, acre-



ANNIVERSARY CAKE—One of the features of the Miami Beach convention of the Associated Retail Bakers of America was the huge "birthday cake" shown above, designated as the city's official 40th anniversary cake. Ornate decorations by Emil Hilbert, Hilbert School of Cake Decorating, Chicago (shown at the left above) included portraits of President Eisenhower and Florida officials, as well as "three-dimensional" scenes done in icing. Assisting are Dick White, Durkee Famous Foods, Chicago, and Lowell Blood, Pillsbury Mills, Inc., Atlanta. Materials and ingredients for the cake were donated by allied firms.

age allotments and marketing quotas to support market prices at the desired percent of "parity."

"Under the two-price plan, the secretary of agriculture would estimate how much wheat our own country would need during the next year. He would divide that total up among the wheat farmers by giving each a quota," Mr. Quinlan said.

"He would guess what the average actual market price per bushel of wheat in this country would be during the year. The difference between that and 100% of parity would be the

amount of a subsidy per bushel to be given to the farmer.

"Each farmer would get that amount of subsidy per bushel, multiplied by the number of bushels in his quota. The idea would be to give him 100% of parity for his quota of wheat, by giving him that subsidy to make up the difference between parity and the expected average actual market price he would get when he sold the wheat. Actually, he would end up with more or less than parity, if the Secretary of Agriculture had guessed wrong on the actual price that wheat would bring on the market.

"Where would the government get the money to pay that subsidy? It would require the flour miller to pay a processing tax of that amount on each bushel of wheat milled for food use in this country. It wouldn't be called a processing tax—the miller would have to buy a 'certificate'—but it would be the same without the name. And presumably, as under the 'triple-A' processing tax of the 1930's, the miller would find it highly desirable, or imperative, to raise his prices for flour accordingly—with the baker then ending up in the competitive squeeze between the miller and consumer, and absorbing all or part of this new tax out of his already meager profit.

"The economics as well as the politics of the two-price plan leave room for debate, but those who were part of the baking industry during the old processing taxes—and their nightmare aftermath, the 'windfall tax,'—are understandably gun-shy.

"This proposed tax and subsidy would apply only to wheat for food

(Continued on page 48)



Walter R. Schuchardt
First Vice President



Charles Schupp
Second Vice President

Flour Market

Buyers Wait for New Crop Prices

Wheat and flour prices continued to be erratic during April, with fluctuations even wider than in the previous month. During one period, when prices made a substantial recovery from a sharp setback, users of spring wheat flour added important amounts of flour to their forward bookings. Considerable caution, however, prevailed among the users of hard winter wheat flour, and purchases were held to minimum needs through the period. It was apparent that many bakers were following their earlier intentions to wait out new crop developments before extending their purchases. Those whose contract balances expired took only short-term supplies or began procurement on a price-date-of-shipment basis. The nearness of the harvest in the Southwest and anticipated price reductions, of course, encouraged this position, while on the other hand the seasonal spring wheat flour price adjustment was a few months off.

No Big Surprises In Market News

Crop and other market-influencing news provided few surprises in the past month, even though the rather sharp changes in prices from time to time would seem to indicate otherwise. Statistical information on supplies did not alter to any great extent—or at least for no great length of time—opinions on availability of wheat. There is plenty of it, but some types could be in short supply before new supplies are harvested because of the large portion tied up in government loans. Weather conditions affecting the winter wheat crop continued to be variable, and the government's first major crop report of the year did not show any great change from the preliminary forecast made last December. More attention was being paid in early May to legislative developments in Washington—particularly attempts of some lawmakers to bring back high, rigid price supports on basic commodities such as wheat. The outcome could not be predicted, although informed opinion still pointed to a defeat for the attempts. Any action now, of course, would not affect the support levels on the 1955 crop, but plans for 1956 supports would figure in price-forming in the fairly nearby months.

Possible Rejection Of Quotas Seen

The possible rejection of marketing quotas by farmers this summer is the subject of considerable speculation. So far, the U.S. Department of Agriculture has not made any sustained drive to "get out the vote" and approve the quotas so that support would be available at somewhere near the 1955 level of 82½% of parity. Rejection of quotas would result in a drop to as low as 50% of parity, with no restrictions on acreage. Some observers believe that USDA officials would like to see a support level of between 65 and 70% of parity and increase acreage from the 55-million-acre level set on this year's crop. Statements made by American Farm Bureau Federation officials, who are

said to be influential in the administration, tend to support this view.

Move to Lower Support Level

Barring some unforeseen disaster, wheat prices by harvest time should fully reflect the drop in support levels from 90% on 1954 wheat to the 82½% figure to apply to 1955-crop loans. This represents, in terms of national average farm-level support prices, a drop from \$2.24 bu. to \$2.06 bu., based on present parity calculations. Other matters, such as the availability of storage for putting wheat under loan, meeting new sanitation qualifications included in the loan regulations and the condition of the wheat when harvested will influence the amount to be removed from free market channels. Apparently adequate storage will be available because of stepped-up construction of elevators this year.

Weather Remains A Big Factor

Meanwhile, too, weather could still materially change the present estimates of production, particularly on the down side. The USDA estimated in early April that a winter wheat crop totaling 662 million bushels would be harvested this spring. This would be about 128 million bushels off from last year's crop, which under normal circumstances would appear important. However, because of the huge carryover indicated for July 1, the reduction does not point to any supply shortage. Moisture deficiencies in the old "dust bowl" area were chiefly responsible for the trim in prospects beyond that caused by the acreage restrictions. Additional soil-blowing in the Southwest has been partially offset by some good moisture from time to time in the past few weeks.

A carryover of wheat totaling about 1 billion bushels is expected on July 1. This would be about 100 million more than carried over last year. Most of the supply will again

Market Editor



George L. Gates

be owned by the government, as indicated by the report of grain supplies on April 1. Of total stocks of 1,212 million bushels, the Commodity Credit Corp. owned or controlled about 1.1 billion bushels. These figures also point up once again the possible tightness of milling supplies before new wheat moves to market. Some government-owned wheat was made available during April to domestic users at less than the relatively high legal formula price through swaps of USDA-owned stocks for privately owned stocks in export position. However, USDA later announced that it was curtailing this type of operation for the present.

Flour Prices Return To Previous Levels

A comparison of flour prices between early April and early May shows very little variation, although swings were wide between those dates. Spring wheat quotations showed no change at all, and hard winters were 5¢ sack lower. Cash wheat at Minneapolis was up 3¢ on milling grades but 7¢ lower on ordinary types. At Kansas City ordinary types were 2½¢ bu. higher and milling types were off fractions for the month. Millfeeds, which figure into flour prices as an offset to wheat costs, appeared to be on a downtrend after showing some moderate strength during April. Rapid greening up of

pastures and a disappointing demand for poultry feeds this spring now have put millfeed prices considerably below levels of a year ago, a trend which may be expected to continue unless some drastic changes in demand develop.

—BREAD IS THE STAFF OF LIFE—

Bakers' Group Notes Steady Progress in Product Promotion

CHICAGO—Reports of progress on many fronts were presented to the board of governors of the American Bakers Assn. by officers, committee chairmen and staff members, at a recent meeting of the board in Pebble Beach, Cal.

Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., ABA chairman, presided. President E. E. Kelley, Jr., Butter Krust Bakeries, Lakeland, Fla., treasurer; William Clemens, Trausch Baking Co., Dubuque, Iowa, and secretary Harold Fiedler, Chicago, were among the other officers present.

In his report, Mr. Kelley emphasized that the association activities have continued to show steady expansion and progress. He told the governors that in his extensive travels he has found ABA membership keenly appreciative of the stepped up activities of the association, the American Institute of Baking and the Bakers of America Program.

The industrial relations service of the association has built to increasing value to all ABA members in the past year, A. M. Grean, Jr., Ward Baking Co., New York, chairman of the industrial relations committee, reported. He noted that 243 contract summaries covering 150 cities now have been supplied members, in little more than a year of this work.

Summaries of activities of the Bakers of America Program since last October and plans for the balance of the year were given by Mr. Kelley.

The breakfast promotion this year had a sharp expansion in its general support from allied and related industries and editorial coverage was more than double the year ago level, he said.

The "July Is Picnic Month" campaign this year will have nearly twice as many supporting organizations swinging into the outdoor eating drive compared with last year and a wide expansion of radio, newspaper, magazine and television support is expected, based on preliminary reports reaching the Chicago office, he said.

Preliminary plans were discussed for 1956 when enrichment of bread will reach its 15th anniversary.

Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the ABA-BEMA 1955 Baking Industry Exposition committee, reported that as of April 11, 94% of the space at the Exposition hall had been allocated to 281 firms. Space reservations totaled 137,100 sq. ft., he said.

—BREAD IS THE STAFF OF LIFE—

Burly Buys Empire

ELIZABETH, N.J.—The Burly Biscuit Corp. purchased the Empire Biscuit Co. of Brooklyn, N.Y., May 2, according to a joint announcement made by George Burly, president of Burly Biscuit Corp., and Joseph G. Wick, president of Old Judge Foods Corp., former owners of the Empire Biscuit Co.

According to the announcement, Empire Biscuit Co. will be operated as a division of Burly.

Summary of Flour Quotations

April 30 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.99@7.05	7.10@7.20	6.85@6.95	6.85@6.95	6.85@6.95
Spring high gluten	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Spring short	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Spring standard	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Spring straight	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Spring first clear	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Hard winter short	6.40@6.50	6.40@6.50	6.40@6.50	6.40@6.50	6.40@6.50
Hard winter standard	6.30@6.40	6.30@6.40	6.30@6.40	6.30@6.40	6.30@6.40
Hard winter first clear	6.20@6.30	6.20@6.30	6.20@6.30	6.20@6.30	6.20@6.30
Soft winter short patent	7.10@7.24	7.10@7.24	7.10@7.24	7.10@7.24	7.10@7.24
Soft winter standard	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24
Soft winter straight	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24
Soft winter first clear	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24	6.15@6.24
Rye flour, white	4.40@4.45	4.05@4.10	4.05@4.10	4.05@4.10	4.05@4.10
Rye flour, dark	3.50@3.70	3.30@3.35	3.30@3.35	3.30@3.35	3.30@3.35
	New York	Phila.	Boston	Pittsburgh	New Or.
Spring high gluten	7.82@7.92	7.85@7.95	7.80@7.90	7.65@7.67	7.35@7.70
Spring short	7.27@7.37	7.35@7.45	7.35@7.45	7.15@7.42	7.00@7.15
Spring standard	7.27@7.37	7.30@7.40	7.25@7.35	7.05@7.32	6.75@7.10
Spring first clear	6.80@6.85	6.80@6.90	6.62@6.67	6.23@7.01	6.10@6.80
Hard winter short	6.92@7.02	6.95@7.05	6.95@7.05	6.75@6.88	6.35@6.45
Hard winter standard	6.72@6.92	6.70@6.80	6.75@6.85	6.60@6.78	6.20@6.35
Hard winter first clear	6.72@6.92	6.70@6.80	6.75@6.85	6.60@6.78	6.20@6.35
Soft winter short patent	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Soft winter standard	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Soft winter straight	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Soft winter first clear	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Rye flour, white	4.30@4.40	4.85@4.95	4.85@4.95	4.65@4.81	4.65@4.81
Rye flour, dark	3.50@3.70	3.30@3.35	3.30@3.35	3.55@4.31	3.55@4.31

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Baking Industry Exposition Will Include Theater

CHICAGO — An industry theater for the showing of films supplied by exhibitors at the 1955 Baking Industry Exposition has been approved by the management committee. The exposition will be held in Atlantic City, N.J., next Oct. 1-6.

The theater, adjacent to the stage on the boardwalk, is 47 ft. by 65 ft. It will be in operation continuously during exposition hours. In addition to providing the space, the management committee will furnish an operator and projection equipment.

"The purpose of the industry theater," according to Curtiss H. Scott, chairman of the ABA-BEMA Exposition Committee, "is to provide an ideal place where films supplied by exhibitors may be shown on a schedule which will be well advertised prior to and during the exposition."

Mr. Scott asked exhibitors to fill in and return forms which have been sent to them if they wish to show films during the exposition. Information requested on the forms includes the name of the film, a brief description of its contents, running time and size.

Scheduling of films will be under the direction of the management committee, Mr. Scott said, and only exhibitors will be eligible to make films available. Films are to be delivered to Room A (the theater) on Friday, Sept. 30.

—BREAD IS THE STAFF OF LIFE—

New England Bakers Complete Meeting Plans

BOSTON—Final arrangements are being completed for the 34th spring convention of the New England Bakers Assn. June 11-14 at the Equinox House, Manchester, Vt.

In a change effective this year the association is handling applications for hotel reservations. Necessary forms are available from the association's secretary, Robert E. Sullivan, NEBA, Hotel Lenox, 51 Exeter St., Boston 16, Mass.

BAKERY SALES DROP

WASHINGTON — February, 1955, sales of bakery products in retail establishments continued a declining trend begun earlier this year, according to U.S. Department of Commerce figures. Dollar volume estimates were down 7% in February, 1955, compared with February, 1954. The February total was 6% lower than January, 1955, sales and 9% lower for the first two months of 1955, compared with a similar period last year.

Bakery Sanitarians Choose Atlantic City

NEW YORK — The fifth annual meeting of the National Association of Bakery Sanitarians will take place at the Senator Hotel, Atlantic City, N.J., Sept. 29, 30 and Oct. 1. Thursday, Sept. 29 and Friday, Sept. 30 will be taken up by meeting sessions. There will be a banquet on the evening of Saturday, Oct. 1 and a luncheon Friday noon, Sept. 30.

Featured speaker at the Friday luncheon will be John Morrill, president of Union Machinery Co., Joliet, Ill., who is also president of the Bakery Equipment Manufacturers Assn. His subject will be the part which BEMA has played in the development of sanitation standards for bakeries.

Featured as speaker for the banquet Oct. 1 is Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis. Mr. Cobb has been chairman of both the American Bakers Assn. and American Institute of Baking and is widely known as a speaker who mixes humor with the seriousness of his message.

Dates for the fifth meeting of NABS have been chosen purposely to immediately precede the Baking Industry Exposition at Atlantic City, which will take place October 1-6, 1955, and thus give members of NABS an opportunity to visit the exposition.

President of NABS is Fred Vitale, Continental Baking Co., Detroit, Mich. Secretary is Gerald Riley, c/o Modern Sanitation, 855 Avenue of the Americas, New York City.

Baking Promotion Group Schedules More Awards

CHICAGO—The number of awards by the Royal Order of Loyal Loafers to bakers, baker associations and allied interests will be more than doubled in 1955, George N. Graf, Quality Bakers of America Cooperative, Inc., New York, Head Loafer, has announced.

Seven awards will be made this year. Six will be given in recognition of outstanding promotion of the "July Is Picnic Month" campaign and the seventh will be a citation for the best promotional job for the baking industry throughout the year.

Four of the picnic promotion awards will be given to bakers, one each in four geographic sections of the nation. The industry association which shows the best support of the picnic campaign will receive a citation and the sixth award will go to the allied firm judged most outstanding in its picnic support.

As they were last year, the awards will be presented at the annual convention of the American Bakers Assn. which is being held during the Baking Industry Exposition at Atlantic City, N.J., October 1-6.

Another change in the awards this year will be their form. In place of the trophies given last year, this year's "Oscars" will be silver or gold crowns shaped like the Loafers' insignia. They will be suitable for conversion into desk ornaments or lamps.

ROLL is an organization of bakers and allied tradesmen whose only requirement for membership is a pledge to perform during the year three unselfish acts for the betterment of the baking industry. Any baker or member of the allied trades is eligible for membership.

—BREAD IS THE STAFF OF LIFE—

Jersey Bakers Plan Training Program

WOODBIDGE, N.J.—Possible expansion in a training program for those in the baking industry is being considered by the North Central Jersey Association of Bakery Owners. Future possibilities of the baking school program conducted by the association in cooperation with the Mid-

dlesex County Vocational and Technical High School here include evening school, apprentice training, cooperative classes and all day trade classes.

Two courses have been given already through the efforts of the association, the allied trades and the school. Frank Casey, Perth Amboy, and Edward Wolocen, Rahway, conducted the initial course in cake decorating. Response was so great the course was repeated twice a year. Association records show 86 bakers from Middlesex and surrounding counties took advantage of the course.

Peter J. Braid, secretary of the New York State Association of Manufacturing Retail Bakers, Inc., conducted a short unit course on cost and merchandising.

The association and the school have been working together in purchasing and making equipment for the school bakery. The industry group has contributed an oven, sink, and plans to purchase a dough retarder. The school has made work benches, bins with casters for storing materials, cooling rack and turntables and dummy forms for cake decorating.

—BREAD IS THE STAFF OF LIFE—

Michigan Bakers Give \$1,000 to Support College Baker-Training

SAGINAW, MICH. — The Associated Bakers of Eastern Michigan, meeting April 13 at the High Life Inn, Saginaw, presented a check for \$1,000, a first subscription, to Russell J. Kleis, program head of Michigan State College's continuing education service, the money to be applied to a fund to start a baker-training course of study at the college. Mrs. Helen Arnold of Bay City, president of the association, made the presentation.

Mr. Kleis was the main speaker. Nate Katter, veteran Saginaw baker, was program chairman, and Arthur Hourand of Flint toastmaster. The meeting was attended by about 150 members, representing Lansing, Jackson, Flint, Bay City, Midland, Alpena and the Thumb area.

Purpose of the fund, Mrs. Arnold said, is to raise sufficient money to insure a five-year contract to a suitable cooking-baking instructor at the college.



NEW AWARD FOR BAKERS—The first winners in what is designed to be an annual event with the Pacific Northwest Bakers Conference, held April 18-20 in Portland, Ore., are the above recipients of "Rogers" for excellence in bakery products. The bakers' Gold Certificate awards were presented in 14 classifications of baked foods. The winners, from left to right: Mr. and Mrs. Ken Stensland, Peerless Bakery, Salem, Ore., Roger for novelty baked items; Ted E. Garbade, Garbade's Bakery, Portland, Roger for raised doughnuts; Al Bliss, Bliss Baking Co., Portland, Roger for hearth type breads; Walter Ilk, Moreland Bake Shops, Portland, Roger for fancy pastries; O. L. Bliss (with certificate), Bliss Baking Co.; George O'Neill, Bohemian Pastry Shops, Portland, Rogers for decorated and holiday cakes, foam type cakes and for refrigerated products; Sab Ikeda, Jenkinson Pastry Shop, Portland, Rogers for



layer cakes and danish pastries; Mrs. Maurice Vyvey and Mr. Vyvey, Baker Boy Bakery, Seattle, Roger for specialty breads; Bill Jenkinson, Jenkinson Pastry Shop, Portland; Mrs. George Bullock and Mr. Bullock, Opal's Bakery, Portland, Roger for the white bread class. Roger for the rolls and Brown 'n Serve class went to Mr. and Mrs. Roy Maddy, Dallas (Ore.) Bakery, who are absent from the pictured group. At the right is shown the elaborate bakery products display featured during the conference. It was prepared under the direction of Ted Somerville, General Mills, Inc., display chairman (fourth from right in the foreground), and Paul Armour, Milprint, Inc., Portland (third from right.) A complete report on the conference will appear in the next issue.

Southern Bakers Assn. Sets Up "Program for Progress;" Will Expand Retail Participation

By FRANK W. COOLEY, JR.
Editor, The American Baker

ST. PETERSBURG, FLA.—A dynamic "program of action" designed to make the Southern Bakers Assn. the complete representative of the Southern baking industry was unanimously approved by the association here recently.

The SBA, holding its 41st annual convention at the Vinoy Park Hotel, was guided in its decision by a poll of the membership. Tops on a list of nearly a score of ideas for improving association activity was the continuing and expanding support of the only four-year college course in baking at Florida State University—originally sponsored by the SBA four years ago.

Immediate goal of the association is a scholarship fund of \$20,000, and in the future is a \$200,000 reserve for the school to round out the state's allocation of funds.

The association also pledged itself to continue the fall production conference, now being planned for the Atlanta Biltmore Nov. 13-15. The expansion of the conference will assist in the enlistment of more retail members in the Southern Bakers Assn., it was expected.

The southern grain rate case, based on alleged high and discriminatory rates to the Southeast from Kansas and Oklahoma flour mills, will be pushed, the association was told. This pending court action is saving the southern baking industry a half million dollars a year at present, with even greater savings possible through successful completion of the suit.

Over 400 bakers, allied men and ladies were present at the convention, which was primarily devoted to outdoor activities and relaxation. On the program, in addition to the business meeting at which the program for SBA progress was outlined, were a golf tournament, shuffleboard tourney, cruises on Tampa Bay, sightseeing trips and other entertainment.

Sanford V. Epps, Claussen's Bakeries, Augusta, Ga., vice president and chairman of the SBA board of governors got the business session underway the morning of April 15 when he introduced Ralph Ward, Merchant's Bakery, Inc., Norfolk, Va., president of the association.

Following the customary opening ceremonies, including an invocation

and an address by a representative of the local chamber of commerce, Benson L. Skelton, secretary of the association, reviewed the program of action detailed above, using charts to point up his discussion.

In addition to the support of the FSU department of baking science and management in the school of business administration, the production conference and the grain rate case, Mr. Skelton outlined several other important segments of the SBA promotional future:

Plan an intensive membership campaign in the 11 southern states represented by the association.

Schedule area meetings to be conducted by officers of SBA. The first of these is expected to be held in the North Carolina area later this summer.

The association is expected to publish a regular news bulletin in the near future to keep the membership up to date.

A directory containing complete information on both bakeries and allied companies is expected to be made available.

The association secretary plans regular field trips.

The Southern Bakers Assn. will make full efforts to enlarge the representation of the baking industry before the legislatures and other political and civic groups in its area.

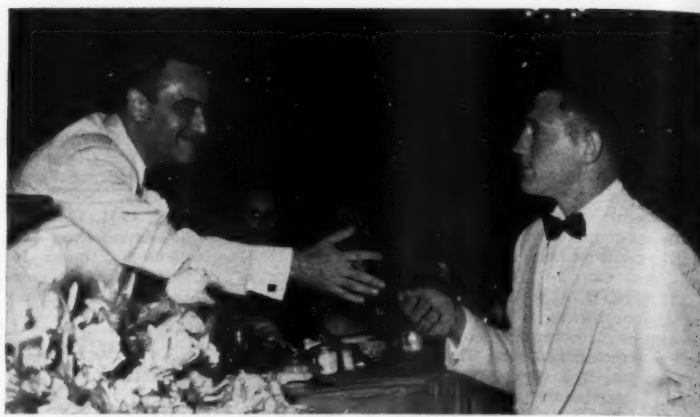
FSU Short Courses Planned

Short courses of practical training for bakers are on the fire at the FSU baking school. These are being planned to allow the busy baker to attend the class or course of his choice, to learn new developments in his specific zone of interest.

George G. Grant, American Bakeries Co., Atlanta, reviewed the progress of the grain rate case from the discovery in 1947 that rates from Kansas on flour were 7¢ sack higher to the Southeast than were rates from Oklahoma mills.

Mr. Grant said that the original suit brought by the mills, alleging high and discriminatory rates, was dropped with the increase in freight rates to bring Oklahoma up to Kansas. The Southern Bakers Assn. then took over to prove its point that the original rates were too high. The baking industry has saved over one million dollars since that time, Mr. Grant emphasized.

Another victory for the SBA case



AWARD—An honorary membership in the Southern Bakers Assn. is presented to a representative graduate of the Florida State University baking school by Jack Lanum, Anheuser-Busch, Inc., Atlanta, master of ceremonies during the annual banquet.

was scored recently when the courts agreed to reopen the hearings, Mr. Grant said. He expects a hearing to be held somewhere in the Southeast soon.

James E. Stroupe, Atlanta, Ga., in charge of the production conference, reviewed plans to date, mentioning that the Monday evening banquet was being replaced by a Tuesday morning breakfast in the interest of better meeting attendance. A baked foods display is also being planned.

Dr. L. A. Rumsey, head of the FSU baking school, reviewed the progress of the school, emphasizing that the formative period of the project will be completed this June when the first 11 graduates will receive their bachelor of science degrees. Three more will be graduated in January, 1956.

Dr. Rumsey pointed out that nearly \$250,000 has been spent in this period by the Southern Bakers Assn. University Fund and Florida State University. He mentioned that ad-

ditional instructors in bakery sales management and technology were needed and paid tribute to the many guest lecturers the school has used, as well as machinery, ingredients and supplies donated by allied companies.

The by-laws of the association were changed to vest the office of treasurer with the president instead of the secretary. The meeting was brought to a close with the reading of a memorial service for deceased SBA members by F. B. Evers, Jr., American Bread Co., Nashville, Tenn.

The annual banquet, climaxing the convention, featured the presentation of the FSU baking school graduates and an address by Dr. Charles A. Rovetta, dean of the school of business at Florida State University.

Dr. Rovetta paid tribute to the "vision and confidence that the baking industry would reach the economic importance" deserving of a school of baking science, and congratulated the Southern Bakers

(Continued on page 49)

L. Paul Nobert Elected Head Of Southern Bakers Allied Assn.

ST. PETERSBURG, FLA.—L. Paul Nobert, H. C. Brill Co., Inc., Greensboro, N.C., last year's vice president, was elected to head the Southern Bakers Allied Assn. at its meeting here April 15. The annual breakfast and business meeting of the organization was held during the annual convention of the Southern Bakers Assn. at the Vinoy Park Hotel.

L. E. Holley, Standard Brands, Inc., Atlanta, was moved from secretary to vice president, and Lee Whidby,

Birmingham, Ala., was selected secretary-treasurer.

Paul D. Nease, Russell-Miller Milling Co., president until next January, was named to the executive committee, along with James W. Taggart, General Mills, Inc., Tampa.

The officers will not take office until Jan. 1, 1956, since the Southern Bakers Allied Assn. shares a calendar year basis of tenure with the SBA.

Mr. Nease, president of the organization for the year, acted as chairman of the business session. He introduced as guests Ralph Ward, Merchants Bakery, Norfolk, Va., SBA president, Benson Skelton, secretary, and Dr. L. A. Rumsey of the Florida State University baking department.

Also introduced was Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., president of the national Allied Trades of the Baking Industry, who invited those present to attend the Associated Retail Bakers of America convention held in Miami Beach the following week. He also emphasized the importance of the Baking Industry Exposition slated for Atlantic City Oct. 1-6.

Mr. Nease closed with a suggestion that all allied men in the southern area should support the allied association with their dues, suggesting that they send their \$2 to Mr. Holley in Atlanta as soon as possible.



SBA CLIMAX—As a climax to the annual convention of the Southern Bakers Assn., officers and head table guests of the association welcomed the members of the gradu-

ating class of the school of baking science and management at Florida State University, shown standing in the second row.

Pointers on Bakery Production, Sales Given at Pennsylvania Allied Meeting

By GEORGE W. POTTS
American Baker Editorial Staff

READING, PA.—A record attendance topping the 300 mark, with bakers outnumbering allied trades representatives, converged on the Abraham Lincoln Hotel here April 12 for the sixth annual assembly on bakery production and sales sponsored by Allied Trades of the Baking Industry Pennsylvania Division No. 4.

The program featured well known personalities from the baking and allied industries, offering counsel on employer-employee relations, new production methods and equipment and merchandising and advertising pointers. The well organized one-day meeting concluded with a panel question and answer session on sales and production.

An up-to-date outline of new developments in bakery production was presented by Martin Eisenstaedt, director of bakery operation of the American Stores Co., Philadelphia, and president of the American Society of Bakery Engineers.

Mr. Eisenstaedt saw no need for pessimism in the baking industry with new developments making it possible to continue to improve the processing picture. He stated that "the only man who has to fear for tomorrow is the one who says I have done my best and see no need to go any further." "This is a pattern of mental laziness," he declared.

Developments Discussed

"The only thing we have to avoid is fear we can't keep up with new developments," he said, indicating that the successful baker will never be satisfied he has done all he can.

Outlining recent developments in the industry, Mr. Eisenstaedt stated that "bulk handling has become of age" and today almost any baker can take advantage of it. He further indicated that "continuous mixing is not dead by a long shot," pointing out that it has been operating successfully on a different principle in Europe for many years.

He indicated that the brew fermentation process has a very definite place in the baking industry with application particularly recommended where space and labor are limited. Reviewing automation, he stated that although all can't use it, it must not be ignored because often even the small operator can use it with a definite saving in "brawn and transportation labor."

Referring to freezing, this speaker stated briefly that "there were too many carriage makers willing to stay in the carriage manufacture when the automobile came along," indicating that the theory can apply to the baking industry.

Counseling the bakers on how to work out a better profit structure, Mr. Eisenstaedt told them to analyze the factors they can control. Listing these factors as raw material and labor costs, he urged the bakers to stop waste in material costs, watch processes in the plant, set up formulas that will work and insist on their being followed consistently and check the scales and water meters regularly.

He further advised the bakers to watch for proper incorporation of ingredients, be certain scaling of batters is right, baking and packaging are

right and watch out for "cripples." He also suggested caution to watch out for bakeout and cooling losses. In reference to supply costs, he told the wholesale and house-to-house bakers to watch for waste in the overlap on wrappers, stating that he had seen this vary from three fourths of an inch to 4 in.

Touching on labor costs he divided labor into "thinking and know-how labor and just plain brawn and transportation labor," suggesting that bakers analyze labor costs on this basis and then decide if it is better to spend for equipment or labor.

Cake Production Tips

Tips on cake production were offered by John Reichis, Wesson Oil & Snowdrift Sales Co., New York, who presented a large display of a wide variety of cakes with instructions on how to produce a better tasting and more eye appealing cake.

In an address titled, "Let's Recapture the Cake Business," he offered ways to strive to get the housewife out of the kitchen. He stressed eye appeal, use of the best possible ingredients to make the best possible cake for the price, and use of proven formulas. In this connection he advised the baker never to cheapen a proven formula but to discontinue it if he cannot afford to continue to produce the accepted item.

He further counseled the bakers to keep the product fresh, moist and tender, cater to the children, stress merchandising and promotion and make the employees sales minded.

This speaker stressed the use of foil pans for production of pineapple and peach upside-down cakes stating that he makes four bakings in one pan and then discards it. He stated that in this way there is a saving on pan cleaning and the cost is only 1¢ per cake.

Employer-Employee Relations

The subject of employer-employee relations was covered by Don F. Copell, vice president in charge of engineering of the Wagner Baking Corp., Newark, N.J. In an address blending sage counsel and genuine good humor, this well known bakery engineer advised the bakers to "enlist good will and inspire employees rather than forcing ideas on them." Give them the feeling that they are respected and understood and their work and ideas recognized and valued, he urged.

He stated that a lot of work was

BOLLINGER TRIBUTE

READING, PA.—Opening the program of the sixth annual assembly sponsored by the Allied Trades of the Baking Industry Pennsylvania Division No. 4, the audience stood in a moment's silent reverence to the memory of C. H. Bollinger, former eastern representative of Flour Mills of America, Inc., Reading. Mr. Bollinger, an outstanding personality in affairs of the ATBI and the Pennsylvania Bakers Assn., died Feb. 7. The tribute was in appreciation of his devotion and participation in the affairs of these organizations and his personal endeavors on behalf of the industry to which he devoted an active career.

still required in building better employer-employee relations and this necessitated work with the individuals and the need for convincing people that we are trying to do the right thing.

Outlining the basic human needs, he listed them as security, advancement, fair treatment, good working conditions, human dignity, information about the job and company, what their future held, and if possible consultation on problems.

"Better employer-employee relations begin with you," he declared, and urged his audience to try to look upon the problem from the other fellow's viewpoint. "It isn't what you say but how you say it, nor what you do but how you do it," he said.

In a recipe for good relations he called for mutual trust and confidence, bury the hatchet of the past, consider the welfare of both parties, realize unions are here to stay, management and labor work together in local affairs, share information on all matters affecting conditions, work together on a welfare program and both drive hard bargains for their side but do not work to wreck position of the other side.

On the theme of relations, William F. Thie, Virginia Bakery, Cincinnati, president of the Associated Retail Bakers of America, presented an inspirational address, pointing out that a balanced formula is as necessary in life as it is in baking. This speaker, introduced as "the Will Rogers of the baking industry," counseled his audience to learn to play, love and worship as well as doing the best they know how businesswise.

He contended that work is a more important part of man's life than he cares to admit and that "work is sacred and as much a part of you as your religion or anything else."

In the address Mr. Thie saw youth as still definitely interested in the baking industry and stated that he thought it could be made even more attractive to this group. Referring to the growth of the industry he stated that "some day this industry will grow into maturity to the point where we will put into one pot the dollars and cents to sell the baking industry."

He concluded with a cordial invitation to all to attend the annual ARBA convention at Miami Beach.

Sales, Advertising Approach

A modern approach to sales and advertising was presented by Stanley Musselman of the Tri-State Advertising Co., Philadelphia, lead-off speaker at the afternoon session. The advertising executive stressed that "advertising succeeds in direct proportion to the power of the ideas presented."

He noted that changes in merchandising in industries called for changes of views regarding advertising, indicating that the function of advertising now was to close the gap between the consumer and the product by pre-selling the product and getting the prospective buyer to seek the salesman and ask for it. He noted that automobile advertising was an outstanding example of this approach today.

Touching specifically on the baking industry, he said that with counters gone, there is no physical barrier between the customer and the product,



INFORMAL POSE—Martin Eisenstaedt (left), director of bakery operations of the American Stores Co., Philadelphia, and president of the American Society of Bakery Engineers, and Don F. Copell, vice president in charge of engineering of the Wagner Baking Corp., Newark, N.J., and former ASBE president, were caught in an informal pose during the sixth annual assembly on bakery production and sales sponsored by the Allied Trades of the Baking Industry, Pennsylvania division No. 4 at Reading recently. Both of these well known bakery engineers were featured speakers on the assembly program.

and the customer reaches for the bread he wants because judgment has been affected in advance with advertising doing a pre-selling job.

An appeal for support of International Bread Weeks was voiced by William Bradley of Yoch Baking Co., Shamokin, Pa., past president of the Central Pennsylvania Bakers Assn., final program speaker prior to the panel session.

In his presentation he remarked that "too long bread bakers have sat idly by waiting for something to step up bread consumption." He contended that International Bread Weeks supports the proposition that there is a way to increase sales, viewing it as a "definite tie-in with a definite plan," and stating that it was "the only hope for the industry."

Sell Bread

He argued that there is "too much negative advertising today," and urged a positive approach to impress the public. "Stop selling the subject of bread and start selling bread," he insisted.

He saw in International Bread Weeks a well coordinated, definitely timed program featuring different types of bread. Impress the public in our pride in our industry and the solid assurance that bread is a good food, he appealed.

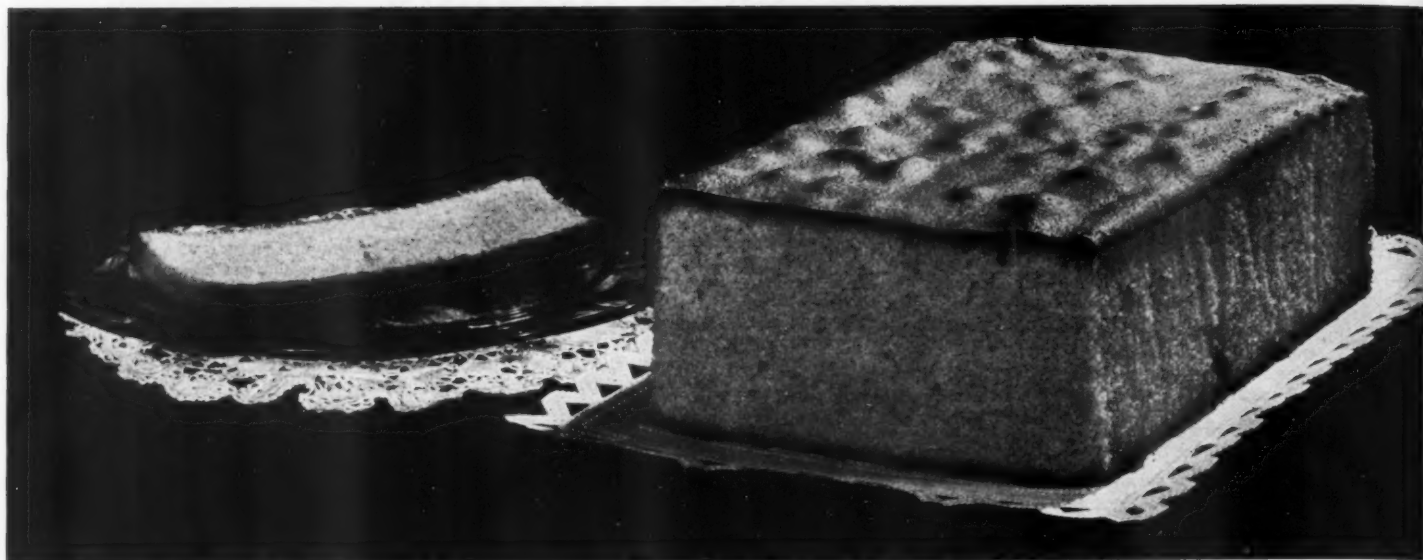
Panel

The panel session on sales and production featured Messrs. Eisenstaedt, Copell, Thie, Reichis, Musselman and Ronald Souser, Souser, Schumacker, Kleeb and Lunkenheimer, Philadelphia; J. W. Williamson, president of Duquesne Baking Co., Pittsburgh, and president of the Pennsylvania Bakers Assn.; and Harold H. Perkin, Bakers Weekly, New York.

A luncheon and cocktail party sponsored by ATBI division No. 4 completed the activities of the one-day meeting. The program was arranged by Allen C. McDowell, Commander-Larabee Milling Co., Reading, who introduced the speakers on the program.

Adolph Jahn, Federal Yeast Corp., Baltimore, was presented a certificate designating him as "allied man of the year" in a ceremony concluding the meeting.

Formulas for Profit



Customer Eye and Taste Appeal In Variety of Pound Cakes

WHITE POUND CAKES

Cream together medium speed for 3 min.:

5 lb. cake flour
3 lb. 4 oz. emulsifying type shortening

Add and mix for about 6 min.:

6 lb. 4 oz. granulated sugar
2 lb. 8 oz. liquid milk
3 oz. salt
2½ oz. baking powder

Then add in two stages, on slow speed:

3 lb. 4 oz. egg whites
1 lb. 8 oz. liquid milk
Flavor to suit

Mix this for about 5 min. Deposit into pans of desired size and bake at about 340 to 350° F.

Note: In order to obtain a good smooth batter, it is necessary to scrape the bowl down a number of times during the mixing procedure. It may even be a good idea to place the hand in the batter to stir in any dough that might be on the bottom during the mixing period. Also scrape the creaming arm down thoroughly.

GOLDEN POUND CAKE

Cream together until light:

10 lb. cake flour
2 lb. bread flour
6 lb. butter
6 lb. hydrogenated shortening

Beat up in another bowl until light:

8 lb. 8 oz. whole eggs
2 oz. salt
14 lb. granulated sugar
6 lb. yolks

Vanilla and lemon flavor to suit

After this is beaten up, add gradually into the above creamed mixture.

When they are combined, mix in:

2 lb. bread flour

Then smooth out the mix with:

1 lb. 8 oz. liquid milk

Place into pans of desired size and bake at about 325 to 350° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period. In case

these cakes should peak, replace part or all of the bread flour with cake flour.

OLD FASHIONED POUND CAKE

Cream until light:

2 lb. cake flour
2 lb. butter

Beat light:

2 lb. granulated sugar
2 lb. whole eggs

Add the beaten mixture to the creamed mass gradually and mix until smooth. Then add vanilla to suit. Deposit into pans of desired size and bake at about 330 to 340° F.

Note: Before mixing, allow the butter to warm up to about 70 to

75° F. Scrape down the bowl and creaming arm several times during the mixing period.

SOUTHERN CLOSE GRAINED POUND CAKE

Cream together until light:

23 lb. cake flour
10 lb. shortening
4 lb. 8 oz. butter
1 oz. baking powder

Add:

1 lb. water
3 oz. salt
½ oz. standard vanilla
¾ oz. standard lemon extract

Then beat medium light and add

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Satisfy Demand for Variety

Bakers who cater to their customers' demand for variety are usually successful. And one way to satisfy the desire for variety is by baking the many different kinds of pound cakes. A well-displayed variety of pound cakes has eye appeal. The use of good formulas plus production skill will give them taste appeal.

Sold in Many Different Sizes

Pound cakes may be baked in either loaf cake pans or so-called box cake pans. When baked in the larger box cake pans they are often cut and sold in halves, quarters or individually wrapped slices. The latter way they are particularly popular at lunch counters, sold for 5¢ or 10¢. Because the pound cake is rich and compact, it keeps well. However, when not strictly fresh, sliced pound cake toasted and buttered makes a delicious treat, a fact customers will be glad to know.

Mixing, Creaming Times Important

In making pound cakes, the creaming and mixing times are important. With some of the accompanying formulas the time is given. It is still necessary, however, for the baker to use his own judgment since shop and ingredient temperatures vary, speeds of various mixers are different and the amount of ingredients in relation to the size of the mixing bowl influences the time required to cream and mix the batters. When baking pound cakes it is essential that the proper temperature be used. Larger cakes usually require somewhat lower baking temperatures.

Samples Stimulate Sales

In selling the pound cakes it may stimulate sales to offer small samples to customers. Although pound cakes are usually sold uniced, the wise baker will offer both the uniced and iced cakes and watch his sales grow.

gradually to the creamed mass the following:

14 lb. whole eggs
3 lb. yolks
21 lb. granulated sugar
1 lb. milk solids (non-fat)

After the two parts are mixed together, mix in 4 lb. cold water and mix until smooth. Deposit into loaf or box cake pans and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

CHOCOLATE POUND CAKES

Mix together on medium speed for about 5 min.:

5 lb. cake flour
3 lb. 4 oz. emulsifying type shortening

6 lb. granulated sugar
12 oz. cocoa

2½ oz. salt

½ oz. soda

2 oz. baking powder

3 lb. 8 oz. liquid milk

Vanilla to suit

Then mix together and add in two parts:

3 lb. 4 oz. egg whites
12 oz. liquid milk

Mix this together on low speed for about 5 min. Deposit into pans of desired size and bake at about 325° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

RAISIN POUND CAKE

Cream together until light:

4 lb. cake flour
3 lb. shortening
6 oz. milk solids (non-fat)
3 oz. salt

Beat medium light:

6 lb. granulated sugar
3 lb. whole eggs

Mix the beaten mass into the creamed mass gradually.

Then add:

2 lb. 8 oz. water

Mix in:

1 lb. 8 oz. cake flour

Then add:

5 lb. seedless raisins

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to soak the raisins before using, otherwise the cakes will dry out rapidly. Allow the raisins to drain thoroughly after soaking.

DE LUXE POUND CAKE

Cream together about 6 min.:
5 lb. 12 oz. granulated sugar
3 lb. 4 oz. emulsifying type shortening

Add and mix well about 6 min.:
2 lb. 12 oz. liquid milk
2½ oz. salt

Flavor to suit
Sift, add and mix in smooth:
5 lb. cake flour

Then add and mix in for about 5 min.:

3 lb. 8 oz. whole eggs
Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

DATE POUND CAKE

Cream together:
3 lb. granulated sugar
3 lb. butter

Add gradually:

3 lb. whole eggs

Then sift and mix in:

3 lb. cake flour

Then mix in:

8 lb. chopped dates
2 lb. glazed cherries
2 lb. chopped walnuts

Deposit into pans of desired size and bake about 330 to 340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

A little steam in the oven is desirable. After the cakes are baked, wash them with the following glucose glaze and place a couple of whole dates on top of the cakes.

Glucose Glaze

Bring to a good boil:

1 qt. glucose
1 pt. water

SLICED ALMOND POUND CAKE

Cream together:
3 lb. 8 oz. granulated sugar
2 lb. shortening

1½ oz. salt

Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Sift, add and mix in until smooth:

3 lb. 8 oz. cake flour

Then add:

3 lb. sliced almonds

Deposit into pans of desired size and bake at about 330° F.

WHITE NUT POUND CAKE

Cream for 5 min. on low or medium speed:

2 lb. 4 oz. powdered sugar
4 oz. invert syrup

1 oz. salt

12 oz. cake flour

1 lb. 8 oz. shortening

Add gradually and cream for 5 min.:

1 lb. 8 oz. egg whites

Stir in:

1 lb. liquid milk

Vanilla to suit

Sieve, add and mix for 5 min.:

2 lb. 4 oz. cake flour

Then add and mix in for 1 min. on low speed:

2 lb. chopped pecans

Deposit into pans of desired size and bake at about 340° F.

CHERRY-NUT POUND CAKE

Cream together until light:

4 lb. granulated sugar

2 lb. butter

1 lb. 8 oz. shortening

1 oz. salt

Add gradually:

2 lb. 8 oz. whole eggs

Stir in:

10 oz. liquid milk

Sift, add and mix in until smooth:

4 lb. cake flour

Then stir in:

2 lb. chopped glazed cherries

2 lb. pecans (chopped)

Deposit into pans of desired size and bake at about 340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

DELIGHT POUND CAKE

Cream together until light:

2 lb. 8 oz. cake flour

10 oz. powdered sugar

3 lb. shortening

Beat light and add to above:

2 lb. whole eggs

1 lb. 4 oz. yolks

5 lb. granulated sugar

8 oz. non-fat milk solids

Sift together and add:

3 lb. 8 oz. cake flour

¼ oz. baking powder

Dissolve and smooth out the mix with:

3 lb. water

2 oz. salt

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

RAISIN POUND CAKE

120% Sugar

Mix together for about 3 min.:

5 lb. cake flour

3 lb. 8 oz. emulsifying type shortening

Add and mix together for 5 to 6 min.:

6 lb. granulated sugar

3 oz. salt

1½ oz. cream of tartar

2 lb. 8 oz. liquid milk

Then add, in two portions, and mix until smooth, for 5 min.:

3 lb. 8 oz. whole eggs

1 lb. liquid milk

Vanilla or lemon flavor to suit

Then add and mix in for 2 min.:

5 lb. washed seedless raisins

Deposit into pans of desired size and bake at about 330 to 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period. Pure cream of tartar should be used to insure best results. Allow the raisins to drain thoroughly before adding them to the mix.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 42) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

BLACK WALNUT POUND CAKE

Cream together for about 5 min.:

3 lb. 8 oz. granulated sugar

1 lb. 6 oz. emulsifying type shortening

8 oz. butter

Then add and mix on low speed for about 2 min.:

2 lb. 8 oz. cake flour

1½ oz. salt

3 oz. milk solids (non-fat)

1 lb. 2 oz. water

Then add in four parts and mix for 5 min.:

2 lb. 4 oz. whole eggs

Black walnut flavor to suit

Then mix in:

1 lb. 8 oz. finely chopped black walnuts

Bake in loaf cake pans at about 360° F.

Note: Do not use too much black walnut flavor, as it is usually quite strong.

YELLOW POUND CAKE

Cream together on medium speed for 3 min.:

3 lb. 8 oz. emulsifying type shortening

5 lb. cake flour (high grade)

Then add and mix for about 6 min.:

6 lb. granulated sugar

2 lb. 8 oz. liquid milk

3 oz. salt

Then add in two stages, on low speed:

3 lb. 8 oz. whole eggs

Flavor to suit

Mix this for about 5 min. Deposit into pans of desired size and bake at about 340 to 350° F.

Note: Be sure to scrape down the

bowl at least once during each stage of mixing. If this is not done, this mix is apt to be lumpy.

DIXIE POUND CAKE

Cream on low speed for 5 min.:

5 lb. granulated sugar

2 lb. 8 oz. shortening

2 oz. salt

Add gradually:

2 lb. 8 oz. whole eggs

Then add:

1 lb. 8 oz. liquid milk

Flavor to suit

Sift, add and mix in until smooth:

5 lb. 4 oz. cake flour

Then mix in until smooth:

1 lb. liquid milk

Deposit into pans of desired size and bake at about 335 to 345° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

CHERRY POUND CAKES

Cream together for 3 min.:

9 lb. cake flour

5 lb. emulsifying type shortening

Mix together, add and mix in for 5 min.:

10 lb. granulated sugar

5 oz. salt

1 oz. baking powder

3½ oz. cream of tartar

4 lb. liquid milk

Mix together and add in two portions:

6 lb. whole eggs

2 lb. liquid milk

Cream this in for 5 min.

Then add, mixing in for 2 min.:

8 lb. chopped glazed cherries

Deposit into pound cake pans of desired size and bake at about 340° F.

WHOLE WHEAT POUND CAKE

Cream together:

3 lb. 4 oz. granulated sugar

1 lb. butter

1 lb. shortening

1 oz. salt

Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Mix in:

3 lb. 8 oz. whole wheat flour

Then add and mix in until smooth:

2 lb. 8 oz. sliced Brazil nuts

Deposit into pans of desired size and bake at 340 to 350° F.

Note: The amount of milk to use may vary slightly. Scrape down the creaming arm and bowl several times during the mixing period.

—BREAD IS THE STAFF OF LIFE—

WARD'S NET DOWN

NEW YORK—The net profit, based upon unaudited figures of the Ward Baking Co., New York, for the 13 weeks ended March 26, was \$95,809 after all charges and is equivalent to 3¢ per share of common stock on the 785,215 shares of stock outstanding on March 26. This compares with earnings of \$298,565 for the 12 weeks ended March 20, 1954, which were equivalent to 29¢ per share of common stock on 781,833 shares.



NEW ENGLAND ALLIEDS—Louis Cosgrove (center), Wesson Oil & Snow-drift Sales Co., makes plans for the year ahead after being elected to the presidency of the Bakery Allied Tradesmen of New England at its annual meeting in Boston recently. Here he receives a word of congratulation and a pat on the back from other newly chosen officers, James McGrath (left), vice president and Seth Wood, secretary-treasurer, both of the E. M. Noel Co.

Bakery Package Group Cites Progress of Standardization

By HENRY S. FRENCH
American Baker Editorial Staff

CHICAGO—A review of progress in plans for the future provided the program for the Bakery Package meeting of the Folding Paper Box Association of America, gathering at the Drake Hotel in Chicago.

Gordon Dilno, Sutherland Paper Co., and chairman of the National Bakery Package Committee, in opening the program, said that 34 recommended sizes of packages of wiener rolls and hamburger buns had been developed. This trimmed down the number from 732 different sizes.

In addition, the committee has about completed, said Mr. Dilno, what is thought to be the most acceptable and simplified size range of cake and pie cartons and doughnut cartons. He also pointed out that the U.S. Department of Commerce had published in official form the recommended sizes of bun packages, and that it probably would be willing to publish the standard sizes on the other items as they are developed.

During the coming year, Mr. Dilno said, additional surveys are planned, one of which will concern the comparative value of cartons and all transparent film wrap. Exhibition space also has been taken at the American Bakers Assn. convention in Atlantic City in October.

Victor E. Marx, secretary-treasurer, American Society of Bakery Engineers, Chicago, described the Inter-Industry Bakery Committee. It comprises the four major groups in the baking industry, he said, the first of which is the baking industry; next the food retailing industry; the food packaging industry, and the consumer. The committee was formed to iron out some of the common problems of these groups. This project is one of those rare activities in which every participant benefits and none loses, he said.

Mr. Marx continued, stating that bakery engineers are interested in this problem from a different viewpoint than most. Package simplification is a means for better protection of the product which is one of our responsibilities; it is a means

toward more efficient production operation, which is certainly in our interests; it is a means toward better handling, which is a part of our problem; and it is a means toward a reduction in production supervision, which is another major factor in the operation of bakeries.

How Savings Are Possible

Now if a baker can package several items, for example, in the same size package with a different wrap-over, he will be saving himself many dollars in the production department, Mr. Marx commented. First, there is the matter of inventory of supplies. If one size carton will provide for several baked items, the number of sizes of cartons which must be stored and inventory would be greatly reduced and the probability of running out of any one size due to delay in shipment for any reason would be greatly minimized. The saving in time of the wrapping machine operator in changing the setting of his machine when converting from one item to another is appreciable in dollars. It is much simpler to merely change the roll of wrapping material than to change the settings of the various parts of the machine for a change in package size, he said.

Further, Mr. Marx said, a reduction in the number of sizes of packages of individual items also makes for a reduction in the number of sizes of containers into which these packages are placed, such as shipping and handling cartons and boxes, which makes it possible to use the same size shipping carton and box for a variety of items.

Mr. Marx closed by pointing out that the consumer also benefits from the standardization of packages. He observed that many other industries offer standardized size packages to consumers and that although the baker who has an odd size package may be an individualist, it probably won't be too long before he will be an unfavorable one. In other words, an odd size will not be a welcome size.

Originality Stressed

Henry G. Mergener, W. E. Long Co., Chicago, the next speaker, firm-

ly endorsed the standardized package program of the group.

"What possible difference could fractional inches in cartons make to consumers? Instead of dimensions, we should rely on striking originality of design and color to achieve consumer preference."

To me, as a purchasing agent, said Mr. Mergener, the over-all and lasting benefits of simplification are immediately apparent. Our organization is prepared to support your plan all the way. By the time bakers calculate inter-related savings, such as curtailed wrapper sizes, reduced inventories, fewer wrapping machine changes, plus the time and labor involved, and finally simplified loading and distribution, you will have won their support, too.

A proper approach to packaging assignments involves constant study of shopping and buying patterns, said Mr. Mergener. Women are imaginative, they are emotional and they like change. Sight appeal is of first importance, color plays a big part. Design is another form of sight appeal. It can imply goodness, freshness and vitality. A third appeal to sight is copy.

Largely because some bakery packages are not keeping pace with modern design trends, continued Mr. Mergener, we continue to lose valuable display space. The cereal and ready-mix folks are tightening the display squeeze from one side, while the ready-to-bake biscuit boys with the condensed, colorful, foil-wrapped tubes apply pressure from the other.

In closing, Mr. Mergener prepared a list of the things bakers expect from package manufacturers. 1. Enlist the cooperation of pan manufacturers. 2. Sell with design and color not dimensions. 3. Keep pace with glamour packages, developed by competing foods. 4. Explore possibility of zip tape opening. 5. Do not underestimate growth of ready-to-bake products. 6. Identify product and brand on four sides of carton. 7. Create means of closing partially used cartons. 8. Explore use of lighter weight boards. 9. Avoid use of laminated board when lower cost sulphite is adequate. 10. Study ways of reducing cost of third color. 11. Investigate possibility of colored board. 12. Create a glamor tray from four cluster buns.

Howard Miller, National Cash Register Co., said that from a survey taken by his firm, the major factor in preventing retail bakers from going self-service was the lack of adequate packaging. He said that retailers do a billion dollars' worth of business and most of it is done out of pans and not in boxes. He said that some retail bakers who have tried self-service successfully have attributed it to the fact that the merchandise has been packaged and displayed so that it looks like a retail installation and so that it gets immediate customer acceptance.

Mr. Miller recommended that the retailer's package should be white or subdued in color and design so that the copy and color themselves do not compete with the merchandise. He also said that the box should be of the highest quality to do the job of preserving and protecting and displaying with prestige. The box generally should be small to appeal to individual tastes in the family.

Closing the meeting was Stanley Ellis, Marathon Corp., who talked on "Today's Challenge in Bakery Packaging." He said that the challenge was to sell more packages to the baking industry to help sell more of its baked products.

In our continuing search to find



FIRST HONORARY MEMBER of the Metropolitan Bakery Production Club, Inc., New York, Eugene B. Nicolait is shown above (at left) being presented with a scroll by Arthur G. Hackett, Drake Bakeries, Inc., New York, and first vice president of the American Society of Bakery Engineers, and William H. Welker of Swift & Co., Newark, N.J., secretary of the production club. The presentation honoring Mr. Nicolait, who was associated with Anheuser-Busch, Inc., until his retirement, took place recently at the ASBE convention in Chicago.

new ways to sell more of our customers' products, we are backing a program of package size standardization. Through surveys with store managers and consumers, we have proven that bakery packages in standard sizes are wanted and needed. Many bakers in the country are filling this need by standardizing package sizes and are reaping the benefits of simplified operation, reduced packaging costs and increased sales.

The meeting, which was held in the afternoon, was preceded by a luncheon which was attended by more than 100 persons. Those attending included members of the bakery package group and the trade press.

Activities, Meetings Announced by AIB for Summer, Fall Months

CHICAGO—The summer and fall calendar of the American Institute of Baking has been prepared and contains a wide range of activities. The schedule follows:

June 5-10—Conference, consumer service field staff.

Aug. 1-Dec. 16—General course in baking science and technology.

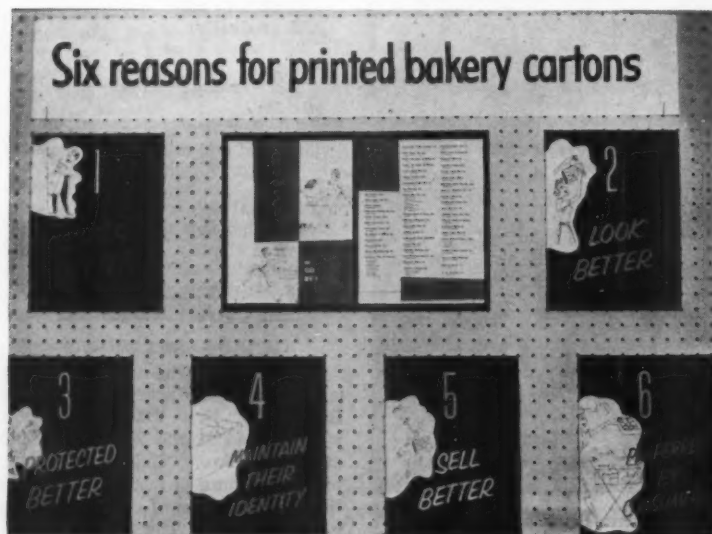
Sept. 12-17—Bakery equipment maintenance.

Sept. 19-22—Special course in bakery sanitation.

Oct. 16-28—Sales management seminar.

RAISIN SHIPMENTS UP

FRESNO, CAL.—Shipments of 10,817 tons of raisins to the trade in this country and Canada during March were 1,048 tons above the same month a year ago, according to Norman J. Katen, manager of the California Raisin Advisory Board from statistics compiled by the Raisin Administrative Committee. The season total stands at 101,646 tons, 180 tons above last year at this date.



BAKERS BENEFIT—This peg board displayed in a colorful manner the six reasons why bakers would benefit by using cartons at the annual meeting of the Bakery Package group of the Folding Paper Box Association of America in Chicago.



Fleischmann's frozen fruits



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THE specifications for the fine baking qualities in all Fleischmann's Frozen Fruits were established in The Fleischmann Laboratories. They must come from sections of the country where climate and soil combine to produce the finest fruits. They're picked at the right degree of ripeness and carefully inspected to assure

solid, full-bodied fruits—just right for all your baking needs!

Fleischmann Freezes FLAVOR!

Then the natural flavor and appearance of these choice fruits is preserved by quick-freezing . . . for the appetite appeal that means satisfied customers and repeat business.

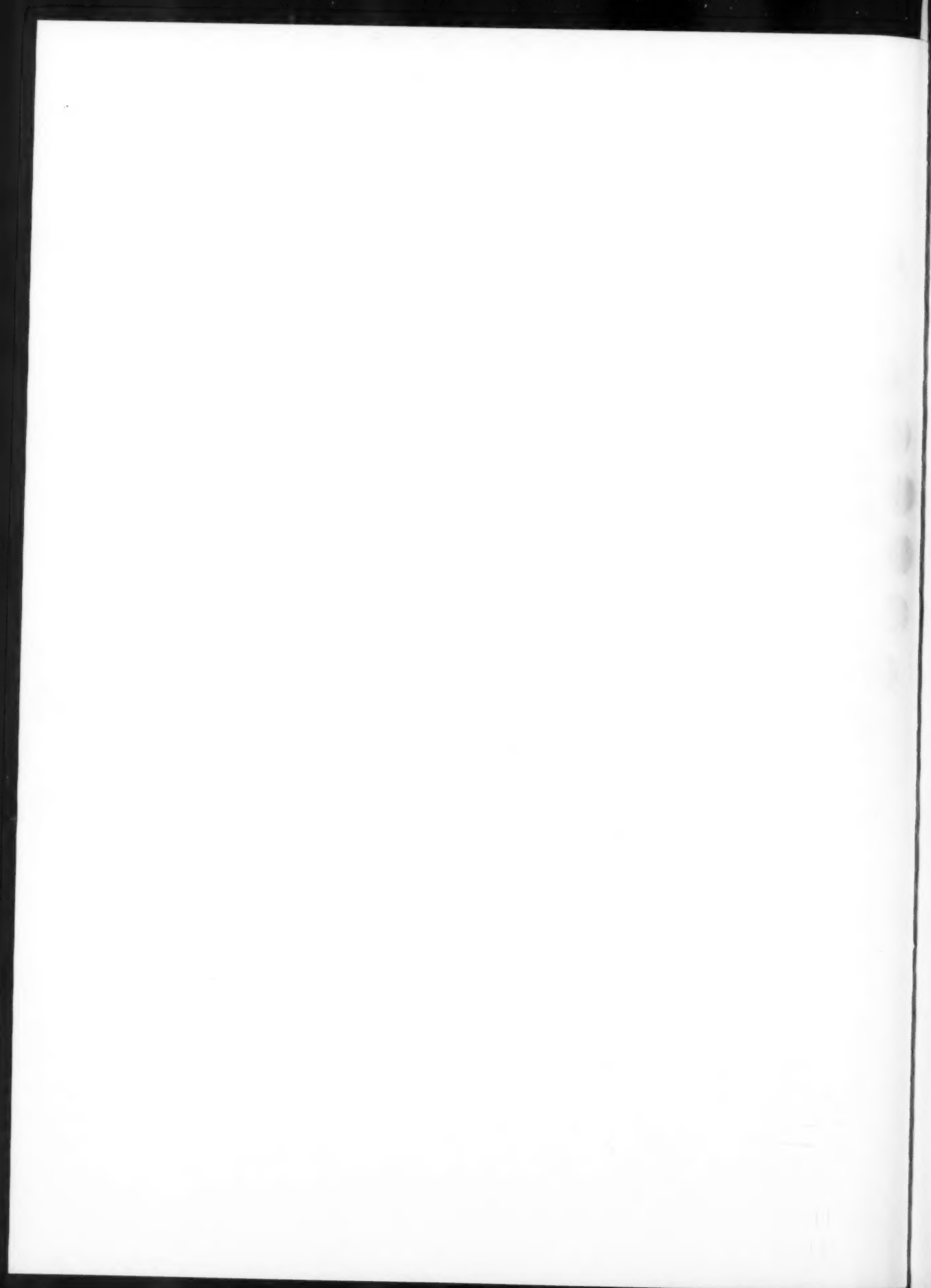


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2. Scientific help when you need it
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DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 30 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. For proofing bread, a temperature of about 95° F. and a relative humidity of about 60.65% is generally recommended.
2. Sponge cakes containing no shortening are known as straight

sponge cakes.

3. The average butterfat contained in whole milk solids is about 22½%.

4. Using egg whites in hard roll doughs will produce a thinner, crispier crust to the rolls.

5. For best results in pie baking, the bottom crust should be somewhat leaner than the top crust.

6. When making brake bread, using the sponge dough process, it is not necessary to make any changes in the fermentation time when using the same formula for making the regular bread.

7. For greasing dough dividers the use of mineral oil will produce the best results.

8. In making sponge cakes, the eggs and sugar are sometimes heated to about 110-120° F. in order to shorten the beating time.

9. Toasted rusk contains less calories per pound than plain white bread.

10. Egg white stabilizers are often used to produce a meringue which will stand up and not "weep" or "bleed."

11. In order to make fondant set up faster a small amount of invert syrup should be added.

12. Medium rye flour will absorb more water than white rye flour.

13. To remove corn meal, that is used for dusting on peels when baking hard rolls and hearth breads, it is necessary to swab out the oven after each baking in order to eliminate the smoking of the burnt corn meal and also to clean the hearth.

14. Unbleached pastry flour is usually recommended for making pie dough.

15. It is more harmful to yeast to store it at a temperature of 95° F. than it is to store it at 0° F.

16. Fancy macaroons are often coated with a glaze, composed of one quart of water and one pint of corn syrup brought to a boil, after they are removed from the oven.

17. When sandwich bread pans are spaced too close together the sides of the baked loaves usually have a very dark crust color.

18. Diastatic malt syrup contains the enzyme diastase.

19. To insure the best results, the inside temperature of a loaf of bread should not be over 95° F. before it is wrapped.

20. The use of a very strong bread flour in making cream puffs may be objectionable.



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BAKERY FLOURS



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Pittsburgh Production Men's Club Hears Panel

PITTSBURGH—The Greater Pittsburgh Production Men's Club held its April dinner meeting at Highland Country Club, with president Russell Dunkelberger, Bergman Bakery, Millvale, presiding and 71 members attending.

James W. Williamson, Duquesne Baking Co., and president Pennsylvania Bakers Assn., was moderator of a panel discussion and was introduced by the program chairman, John Charkes, Wesson Oil Co. & Snowdrift Sales Co.

Panel members were Sam Belotti, Belotti Bakery; Clarence Langsdale, Nickles Bakery, Navarre, Ohio; Paul Hornung, Hornung Bakery, Steubenville, Ohio; George Collins, Rhea's Bakery, and Dominic Valeri, Duquesne Baking Co.

—BREAD IS THE STAFF OF LIFE—

St. Louis Allied Club Observes Anniversary

ST. LOUIS—The St. Louis Bakery Allied Salesmen's Club, observing its fifteenth year, installed the following officers at its recent meeting:

President, Ed Stabno, Russell-

Miller Milling Co.; first vice president, Irvin Lee Gintz, General Mills, Inc.; second vice president, Jay H. Flickinger, Lever Brothers Co.; secretary, Arthur C. Walz, Chapman & Smith Co.; treasurer, Max M. Klingler, Wesson Oil & Snowdrift Sales Co., and publicity, Robert K. Schulz, Mrs. Tucker's Foods, Inc.

The club plans increased activity and more social affairs in 1955, among which will be the 15th anniversary party this month, a special picnic for the St. Louis bakers during the summer, the annual Christmas party and regular monthly meetings.

J. H. Day Co. to Become Subsidiary of Cleveland

CINCINNATI—The Cleveland Automatic Machine Co. of Norwood has signed a contract to purchase the J. H. Day Co., Inc., Cincinnati manufacturer of food processing machinery.

Harold LeBlond, president of Cleveland, and Martin Miller, president of Day, announced the signing of the contract.

All outstanding common stock of Day will be purchased by Cleveland.

The processing machinery concern will be operated as a wholly owned subsidiary of Cleveland Automatic Machine, which in itself is a subsidiary of the R. K. LeBlond Machine Tool Co., Cincinnati lathe manufacturing concern. J. H. Day management and personnel will remain the same. Mr. Miller will continue to head the business.

J. H. Day, said to be the third largest company in the food processing machinery field, has 326 employees. It has plants at 1144 Harrison Ave. and 3256 Spring Grove Ave.

The company's total manufacturing space is in excess of 250,000 sq. ft.

—BREAD IS THE STAFF OF LIFE—

BELL MOVES HEADQUARTERS

NEW YORK—Bell Bakeries, Inc., wholesale bakery with plants in six states, has moved its executive offices from New York City to Jamaica, N.Y.

WHITE WHEAT

Low Protein Cake and Cookie Flours

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Monroe, Mich.

Miner - Hillard Milling Co.

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GREEN'S MILLING CO.

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Manufacture Kilo-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

"SLOGAN SPECIAL

The Quality Bakers Flour

Oklahoma Flour Mills Co.

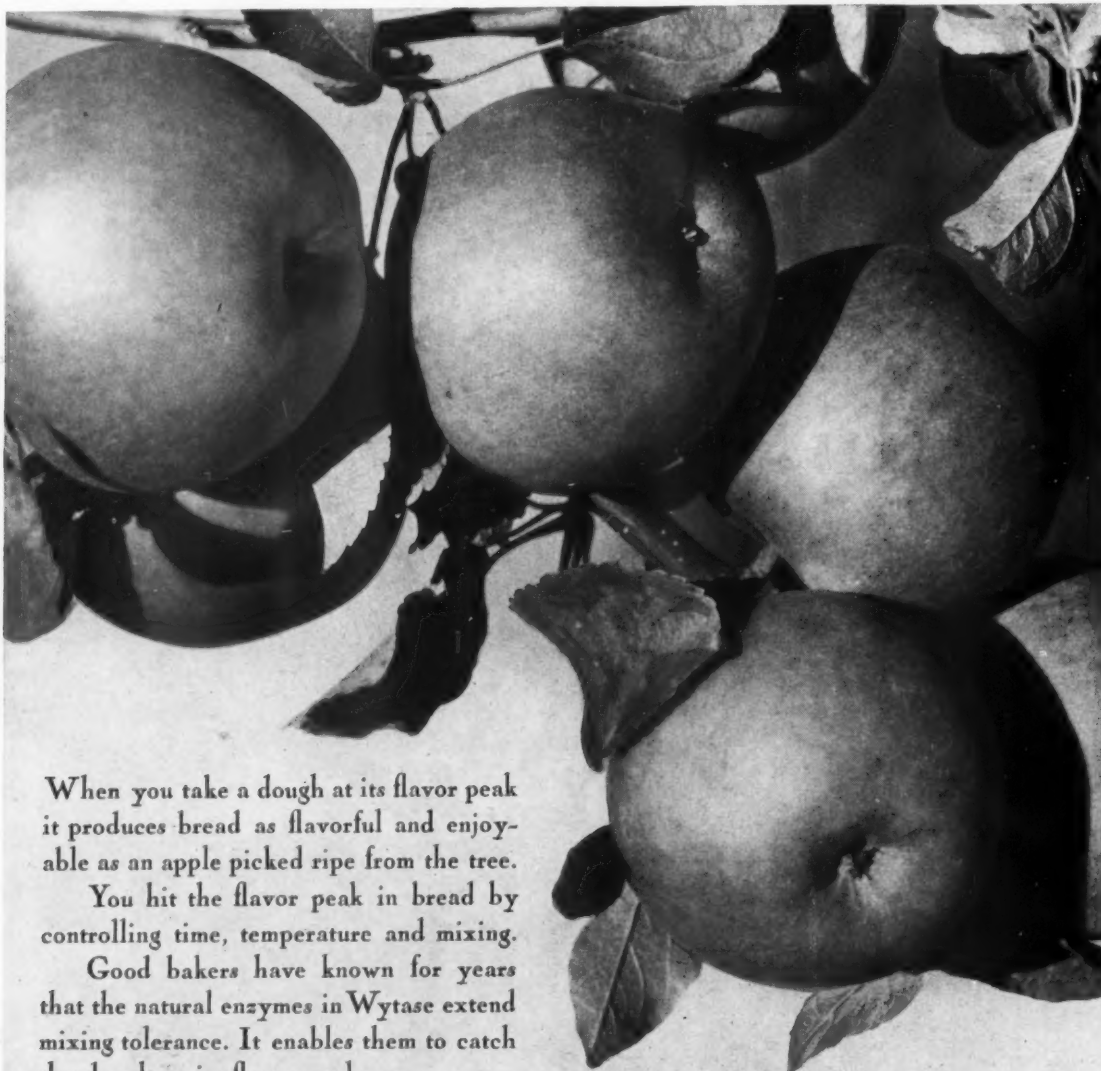
LE RENOU, OKLAHOMA

You can make better bread with
SUNNY KANSAS Flour

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Flour Mills Co.
WICHITA, KANSAS

THE STANDARD
others strive to reach

White Swan
FLOUR
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MINNEAPOLIS, MINNESOTA



When you take a dough at its flavor peak it produces bread as flavorful and enjoyable as an apple picked ripe from the tree.

You hit the flavor peak in bread by controlling time, temperature and mixing.

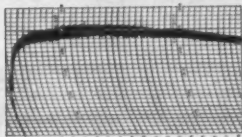
Good bakers have known for years that the natural enzymes in Wytase extend mixing tolerance. It enables them to catch the dough at its flavor peak.

FLAVORFUL WHITE BREAD

made with

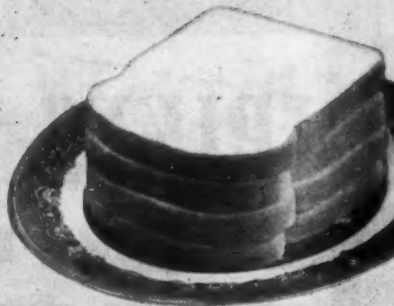
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WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



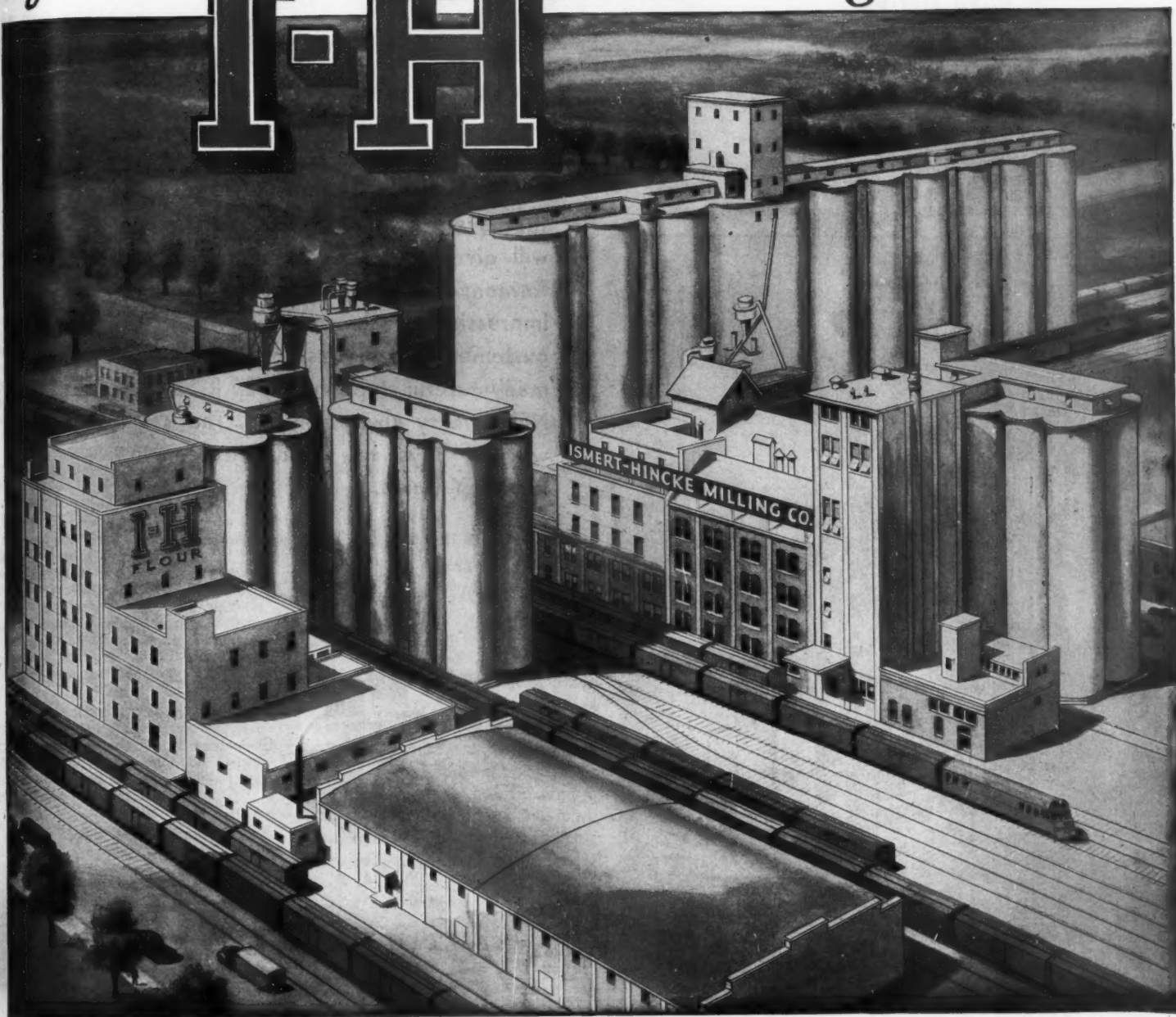
WYTASE EXTENDS
MIXING TOLERANCE

Farinograph charts in full size showing Wytase mixing tolerance sent on request.

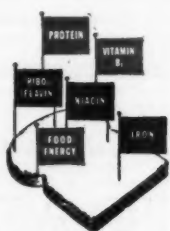


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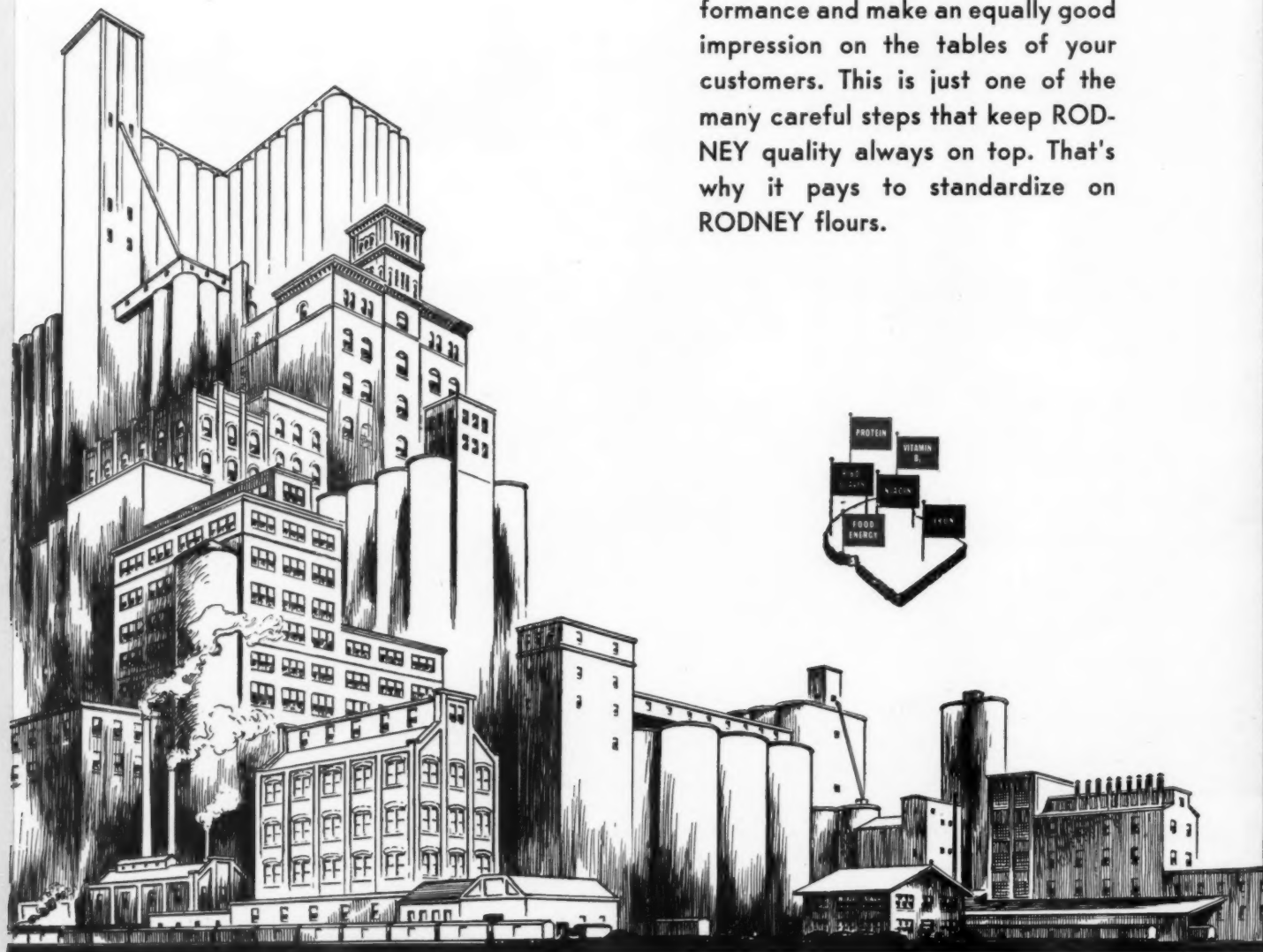
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Ring the Baker's Doorbell

Frank G. Shattuck Co., Boston, is expanding operations in the New York suburban areas. The firm is planning to erect its first Schrafft roadside restaurant and shop for selling candy and bakery goods on Long Island.

The Cambridge (Minn.) Bakery has remodeled, providing a larger attractively redecorated sales room and air conditioning throughout.

Three bakers from Germany visited the American Bakeries plant 97 East Twelfth St., St. Paul, Minn. They were part of a group of 11 bakers who examined mass production techniques in U.S. bakeries.

New equipment, new fixtures and a new building are features of the newly opened Baker-Boy Bakery which was started in Hebron, N.D., by Marvin A. Moos of Minot, N.D.

Every customer received a dozen cookies free at the open house of the Williston Quality Bakery, 9 East Broadway, Williston, N.D. The open house in a newly renovated building was also the celebration of the bakery's second anniversary in Williston, according to Earl Akre, owner. Herb Schmidt is resident manager.

Clarence Frieze, employee at the Garrison (N.D.) Bakery for the past six years, has been named manager following the retirement of James Holkup who had managed the bakery with his uncle since 1946.

A large crowd attended the grand opening of the new bakery in Lake Preston, S.D. Owners are Mr. and Mrs. John Rohweder.

Free coffee and doughnuts were served to the accompaniment of accordion and guitar music during the grand opening of the Norwood (Minn.) Home Bakery.

The new J & H Pastry Shop, Grafton, N.D., has been opened by Jim and Helen Jackson.

Ladies received free daffodils during the open house of Durham's Tasty Pastry Shop, 30 Second N.E., Mason City, Iowa, which was recently pur-

chased by W. J. Durham, Fairmont, Minn. The shop was formerly the Ogilvy Bakery.

Lighthouse Bakeries has opened its seventh St. Paul, Minn., retail outlet in the new Victory Auto Ramp Bldg., 7 East Fourth St. The Bakeries are

owned by Arthur T. Alrick and Carl B. Falkman. Mrs. Margaret Erickson is operator of the new outlet.

More than 200 employees of the Purity Biscuit Co., Salt Lake City, were honored at a luncheon for exceeding their previous safety record

of 255 consecutive days without an accident. The event was held at Purity's plant, 471 W. Fifth So. St. Receiving special recognition for long service were Vern A. Tracy, president; Howard J. Tracy, vice president and general manager, and Andy C. Stewart, plant superintendent.

Nash Sanchez, who got his start in the bakery business wiping pans for Horace Harrell in Belen, N.M., has now opened a bakery of his own. Called the Sanchez Bakery, it is located at 428 Chama Blvd. S.E., Albuquerque, N.M., and will specialize

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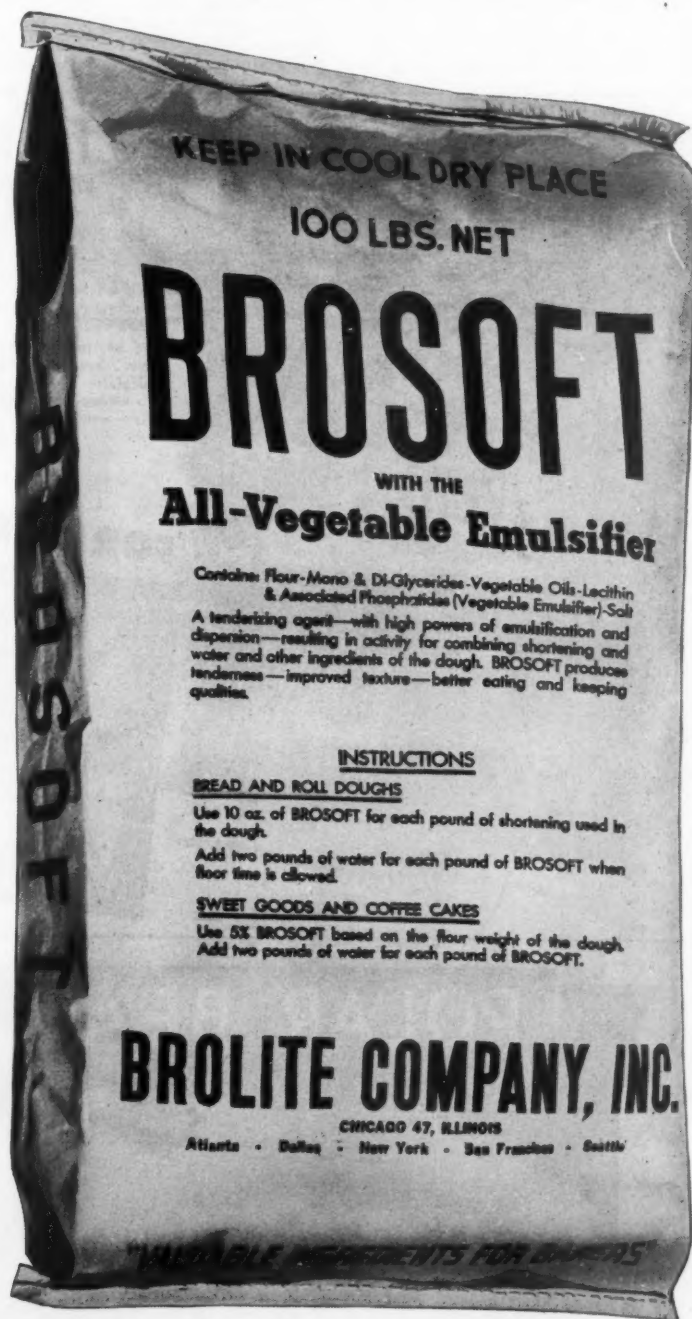
225 Fourth Ave.,
New York 3, N. Y.

621 Minna St.,
San Francisco 1, Calif.

2921 So. Haskell Ave.,
Dallas 10, Texas

518 First Ave.,
North Seattle 9, Wash.

686 Greenwood Ave., N.E.,
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in wholesaling cakes, pies and other sweet goods to stores and super-markets.

Mr. and Mrs. Wolf Buettner, owners of the **Hayward (Wis.) Bakery**, have purchased the Hayward city hall building and plant to remodel it into a modern bakery with living quarters upstairs.

Homer Nelson of **Bedford, Iowa**, has been named assistant manager of the **Clarinda (Iowa) Bakery**. He has been working at the Marysville Bakery.

The newly decorated and enlarged sales room of Fern's Pastry Shop, **Washington, Iowa**, was opened with free coffee and doughnuts given to

all customers. Paul Fern is proprietor of the shop.

Cambria Home Bakery, Inc., Johnstown, Pa., has purchased suburban Ferndale Bakery and plans to concentrate cake production at the plant. The Ferndale name will be dropped.

Jill's Bakery, **Albuquerque, N.M.**, has undergone extensive remodeling. Dale Tetterington, president-manager, says that in addition to new retail and office space, the plant's layout will be nearly doubled.

From a 50 x 50 ft. plant in 1940 to a 60 x 200 ft. plant in 1955 is the growth record of **K & M Cookies, Dallas**. Owned by Lee R. Kilgore, the plant has also added the latest

ovens and machinery. H. A. Cates is assistant manager.

A cake 4 ft. high and weighing 263 lb. was made and decorated by Al Johnson, owner of a **Garland, Texas**, bakery. The cake, the largest Johnson had ever made, was for the third anniversary celebration of a church.

Northern Food Products, owned by Nolan Heddin, has started a fried pies plant at 6416 Central Ave. East, **Albuquerque, N.M.** Leonard Judd is manager.

Opa Locka, Fla., a small community adjacent to Miami, now has a bakery of its own. It is the twentieth unit in the Grable's Bakery chain, and will be supplied from the home



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ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS

base in Miami. The business is owned and operated by Mr. and Mrs. H. Grable.

Sale of the Houghton Bakery Co., McPherson, Kansas, to A. R. Young of Wichita has been announced by Wayne Houghton.

Mather's Bake Shop, Eau Gallie, Fla., has undergone extensive remodeling, inside and out. The business is owned and operated by Rose and Jake Mathers.

A delicatessen service, the first for the Venice, Fla., area, has been inaugurated by the Venice Home Bakery. Owners of both the bakery and the delicatessen are Mr. and Mrs. Lyle Walker.

Safe driver awards were presented to 510 bakery truck drivers and salesmen by the National Safety Council at the Police Academy, Chavez Ravine, Calif.

The Baumer family, who has operated Fred's Bakery in Hobart, Ind. for the past 50 years, has sold the business to Mark and Steve Corey.

Specializing in pastry products and birthday and wedding cakes, the Segal Pastry Shop has opened in a new building at 721 Bower, Elkhart, Ind. Sam Segal is owner.

Ollie Chandler, Jr., has taken over the truck sales of the Manor Baking Co., Centralia, Mo., from Lester Lewis who had been in charge the past three years.

The new Bachmann's Bakery in the Graceland Shopping Center, Columbus, Ohio, noted its founding with a grand opening. Owner and manager is Jack Buchanan who got his start in the business when he was 14 by helping his mother in Mrs. Bachmann's Home-Made Pie Co.

A business name has been filed in the Erie county clerk's office for Kummer's Bakery, 460 High St., Buffalo, N.Y., by Clara H. Gates.

A business name has been filed for the Homestead Bake Shop, 57 East Chippewa St., Buffalo, N.Y., by Loretta M. and Charles Burgstahler.

Henry C. Baur, who had been in bakery work in Crystal City and St. Louis for a number of years, has purchased the DeSoto (Mo.) Bakery

and has renamed it the Baur Bakery. He bought it from Mr. and Mrs. Frank Clever.

Dixiana Bakeries, 8140 Oat St., New Orleans, has opened for business.

Pete Lapicki plans for a June 1 opening of a new retail shop on McKnight Blvd., Pittsburgh.

C. J. Dewitt has taken over Venables Bakery in Courtenay, B.C.

Lorne Campbell, owner of the Clear

View Bakery, Victoria, has purchased Stewart's Bakery in Victoria and is operating it as Campbell's Bakery.

Miami, Fla., bakers can now enroll in a cake decorating school. The 10-week course, sponsored by the Vocational Education Board of Miami, is

held on Monday and Wednesday evenings in the Hopkins Vocational School.

Bachman Bakeries Corp., Reading, Pa., has opened an addition to its No. 2 plant, increasing production facilities by 30%.

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Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTs. SACKS



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SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

ANSWERS

TO "DO YOU KNOW?"

Questions on Page 22

1. False. A temperature of 95° F. is correct, but the humidity should be about 80-85%.
2. True. Sponge cakes containing oil, shortening or butter are known as short sponge cakes.
3. False. The butterfat content is

about 27½%. The balance is about 27% protein, 38% milk sugar (lactose), 6% minerals and 1½% water.

4. True. From 6 to 8% of egg whites, based on the weight of the flour, is usually recommended.

5. True. The bottom crust may contain 50-60% shortening based on the weight of the flour, while the top crust may contain 60-80%. The leaner formula for the bottoms will decrease soakage.

6. False. As a rule, when making brake bread the sponges should be fermented a little longer than for the regular bread. This will improve the flavor of the bread somewhat.

7. True. It does not form a film or gum up the working parts. It is used only for the hopper knife, pockets and plungers.

8. True. Some bakers do not heat the eggs but will place the sugar in the formula on a pan and heat it in the oven. When the sugar is warm it is then poured into the beaten eggs, producing the same results.

9. False. A pound of toasted rusk contains about 1,825 calories per pound, while white bread contains about 1,200 calories.

10. True. When a stabilizer is used which is cooked with sugar and water it will also be found that the meringue will go farther. That is, more pies can be covered with the same amount of egg whites used.

11. False. The addition of a little egg whites to the fondant will make it set more readily and will also improve the gloss.

12. True. The following absorptions are usually figured: (1) light rye flour about 100%, (2) Medium rye flour about 150% and (3) dark rye flour about 200%.

13. False. It is not necessary to swab out the oven as a vacuum cleaner with a long pipe that will reach all parts of the oven can be used. The use of the vacuum cleaner will eliminate a lot of mess and is also much more convenient.

14. True. It has been found that unbleached pastry flour will produce a more tender crust. Crust color will also be improved.

15. True. When yeast has been stored at 0° F. it must be warmed up gradually before it is used. The

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- more profits

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Super Judith	12.70	.42				Regular Judith	12.25	.42			
Isis Clear	15.50	.72				King Grizzly Clear	14.40	.72			
MELLOW GRADES		PROTEIN		ASH		SPECIAL GRADES		PROTEIN		ASH	
Mellow Sapphire	11.40	.40				Dakotana (high gluten)	15.00	.45			
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CAPACITY: 12,000 CWTs • STORAGE: 4,500,000 BUSHELS





Barbara Britton

THEME GIRL—The California Raisin Advisory Board has announced the selection of Miss Barbara Britton, movie, TV and stage actress, as "Theme Girl" for the National Raisin Week promotion, May 8-14. W. E. Doty, bakery service manager of the California Raisin Advisory Board, stated that "hundreds of thousands" of requests for point-of-sale display pieces from bakers throughout the nation have been received in the board's Fresno office. The literature emphasizes bread and pastries made "Rich with Raisins."

temperature to store yeast is about 45° F.

16. False. They are often coated with a glaze composed of one quart of corn syrup and one pint of water brought to a boil.

17. False. When the pans are spaced too close together the crust color on the sides of the loaves is usually too pale. The pans should be spaced about 1/4 inch apart.

18. True. This enzyme has the

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Emphatically Independent

Soft Cake Flour

For Biscuit Manufacturers
WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.

ability to liquefy starch granules and converts the liquefied starch into maltose, sugar and dextrines.

19. True. If wrapped at a higher temperature there is a danger of faster mold development.

20. True. When the flour is very strong, the volume of the cream puffs may be reduced. It would be best to replace part of this strong bread flour with some soft wheat flour.

Cochran Names Agency

LOUISVILLE — Cochran Foil Co. has announced the appointment of Farson, Huff & Northlich Advertis-

ing Agency to handle all phases of the company's advertising, merchandising, sales promotion and public relations. The appointment will become effective July 1.

CHRISTIE OFFICIAL RETIRES

TORONTO — Stanley H. Young, president, Christie's Bread, Ltd., and

Christie Brown & Co., Ltd., has announced the retirement of Lloyd I. Stormer as vice president and secretary-treasurer. He also announced the results of elections of company officers: Calvin E. Hartline, vice president of finance; Lloyd E. Weir, controller; and Basil E. McGuire, secretary-treasurer.

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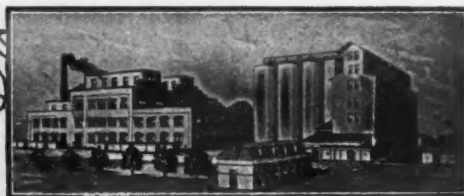
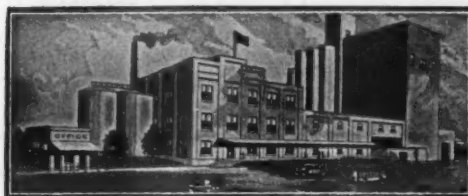


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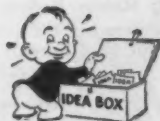
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Worth Looking Into

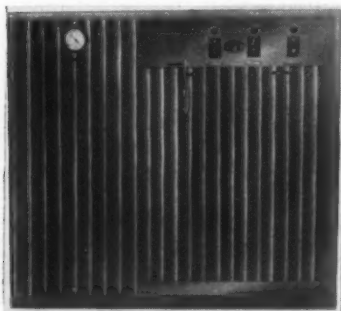


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3716—Liquid Sugar Cooler

Kol-Flo Kooler Co. has designed a fully automatic cooling unit claimed to maintain liquid sugar temperatures. Built in four sizes—50, 75, 100, 120-gal. per hour—each unit is designed specifically for cooling and



controlling liquid sugar temperatures as low as 50° F. in the bakery plant. The cooler is a complete refrigeration unit — compressor, motor, starter,

overload protector, condenser, heat exchanger, positive pressure recirculation pump, large-capacity storage tank, 2 in. of cork insulation and automatic controls. Secure more complete details by checking No. 3716 on the coupon and mailing it.

No. 3711—Pans, Containers

Weinman Brothers, Inc., has recently issued a catalog describing its new line of aluminum foil pans and containers. The 2-color catalog carries detailed information on the types and sizes of aluminum foil containers for use in the bakery field. Secure the catalog by checking No. 3711 on the coupon and dropping it in the mail.

No. 3699—Pan Washer

The Alvey-Ferguson Co. has announced new improvements in its model "BK" bakery pan washer. They include: Raising of the washer so that the floor beneath can be kept clean; the automatic signal light



No. 3718—Route Truck Doors

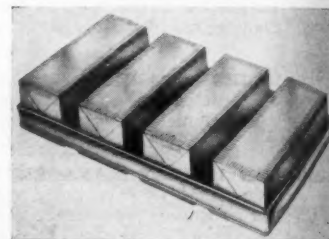
The newest optional feature being offered on all model 334-374 and 21 Divo Corp. delivery route trucks is the double action twin sliding bulkhead doors. They can be obtained either with manual operation or with automatic vacuum open-and-close controls. Secure more details by checking No. 3718 on the coupon and mailing it.

No. 3722—Saleswomen Tips

Featuring a "tongue in cheek" approach, a leaflet entitled "Twenty Ways to Lose the Sale" is available from Westco Products. The leaflet, especially designed for saleswomen, is reproduced full page from the April issue of Westco Bakery Business Letter. Check No. 3722 on the coupon, mail it and the leaflet will be sent to you without charge.

No. 3694—Pullman Pan

The Chicago Metallic Mfg. Co. has developed a new answer to the problem of maximum protection for pullman pan bottoms. This feature (patent pending) is known as Bottom-Gard construction. Tests for over a year, in actual production line use, show that with this construction on



pullman pan sets, they better withstand rugged handling, bottoms keep in shape for a longer time, damage to glaze is reduced materially, and the sets last longer, the company announcement states. For complete information, details and samples, check No. 3694 on the coupon and mail it.

No. 3719—Cartons

Labor and storage space savings are claimed for new Christmas fruit cake cartons designed and produced by Container Corporation of America for Helms Bakeries, Los Angeles. The new one-piece, die cut corrugated cartons replace two-piece packages. Labels for the 2- and 5-lb. packages are now part of the design of the

Send me information on the items marked:

- | | |
|---|---|
| <input type="checkbox"/> No. 3694—Pullman Pan | <input type="checkbox"/> No. 3718—Route Truck Doors |
| <input type="checkbox"/> No. 3699—Pan Washer | <input type="checkbox"/> No. 3719—Cartons |
| <input type="checkbox"/> No. 3711—Pans, Containers | <input type="checkbox"/> No. 3721—Icing Machine |
| <input type="checkbox"/> No. 3715—Agitator | <input type="checkbox"/> No. 3722—Saleswomen Tips |
| <input type="checkbox"/> No. 3716—Liquid Sugar Cooler | <input type="checkbox"/> No. 3723—Bag Brochure |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

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PERMIT No. 2
(Sec. 34.9,
F. L. & R.)
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BUSINESS REPLY ENVELOPE

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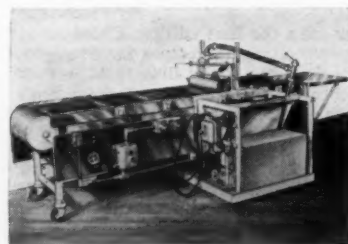
P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

No. 3721—Icing Machine

An icing machine which combines a pump-operated icing tank and a wire conveyor into a single unit has been announced by Basic Foods Sales Corp. Called the Frost-O-Fast Conveyor-Icer, the unit features an open hopper icing tank which permits refilling while the equipment is in operation.



Company spokesmen say the machine may be used for all types of free-flowing icings for cup cakes, loaf cakes, square and round cakes as well as striping icing on sweet goods and Danish pastries. A mechanical hand icer can be attached. In addition the unit will pour icing over doughnuts, angel food cakes, petits fours and similar items. It is also possible to enrobe cakes completely. The capacity of the stainless steel icing tank is approximately 120 qt. For more complete details check No. 3721 on the coupon and mail it.

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For Quality, Economy and Reliability, Use

BROWN'S HUNGARIAN

America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION

25 Broad Street New York City



containers, while formerly they were pasted to the package in a separate operation. The packages are printed in red and green on white liner. Secure more complete details by checking No. 3719 on the coupon and mailing it.

No. 3715—Agitator

An addition to its present line of mixing equipment is the new Unimixer Agitator as announced by the Patterson Foundry and Machine Co. The unit is available in 1-5 h.p. sizes. Geared or direct drives can be specified with centipoise propellers or multi-purpose turbines. Well suited for mixing, stirring, blending, coloring, thinning and tinting, dissolving, aerating, absorption of gases and suspension of solids, the unit can handle liquids up to 2,000 centipoises in viscosity, and products containing semi-solids to be dissolved or otherwise processed. Secure more complete details by checking No. 3715 on the coupon and dropping it in the mail.



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THE 1954 EDITION ALSO SHOWS

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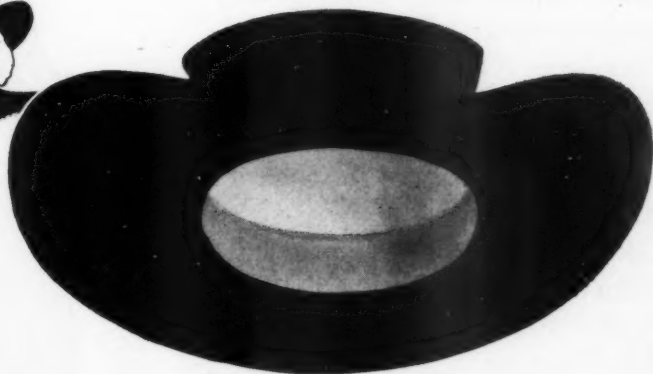
on over 11,000 bakeries—those progressive firms you want to sell



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KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

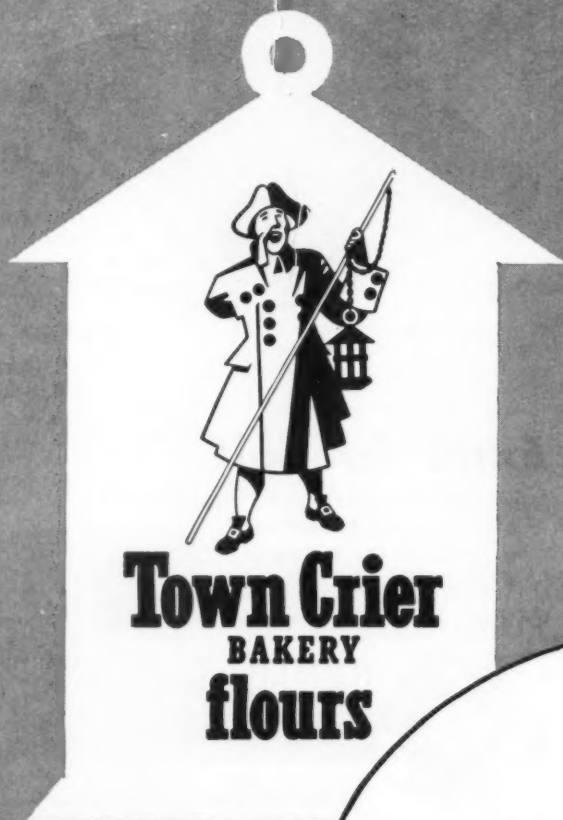
Call . . . Write . . . or Wire to:

The Quaker Oats Company

Chicago, U.S.A.

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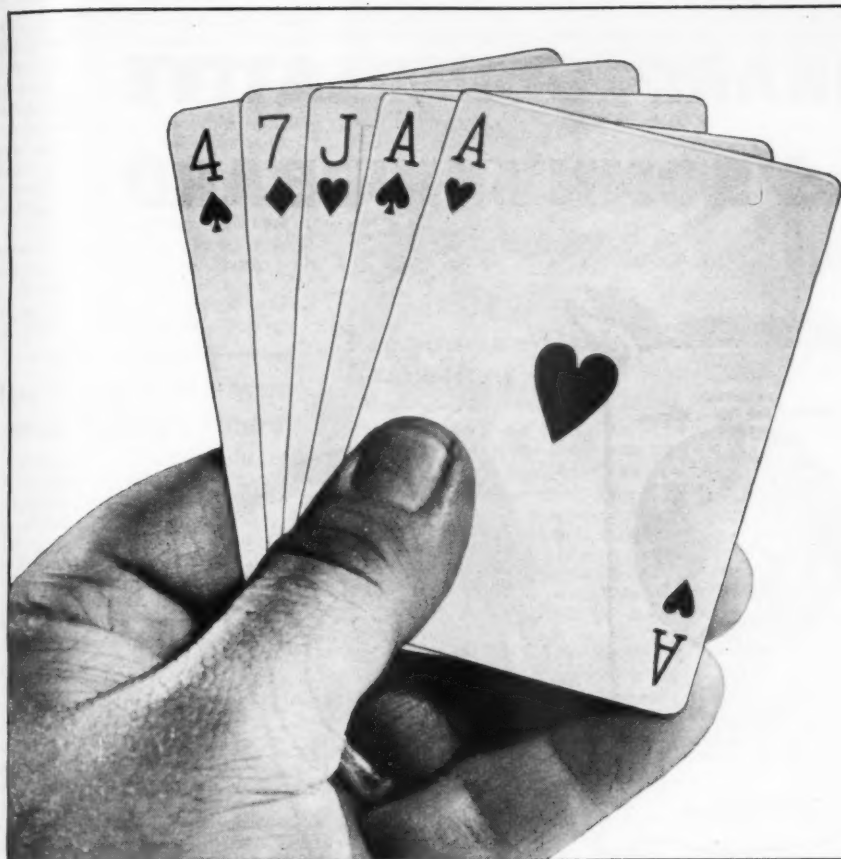




IN SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.



UNIFORMLY MILLED BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.



Could be worse...

What do you do with a hand like this—stand pat? draw two? draw three? To help you decide, keep in mind that there are a lot of hands you can beat. How many do you think—590? . . . 87, 346? . . . 1,302,540? (Correct answer below).



Couldn't be better...

If your palms get moist when you think what a "wrong" flour could do to your production, remember the unbeatable pair—IT'S BIN-AGED* and IT'S BIN-CHECKED*. These symbols are your assurance of two important things—that the flour is fully aged, ready for production and that it was tested for quality just before shipment in sacks or bulk.

Our enormous bulk storage capacity creates both these supreme advantages. The flour is aged, it goes to a loading bin at least twelve hours before shipment, it is tested during that interval.

When you buy from Atkinson, the flour you order is the flour you get.

A pair of aces is pretty good when you consider that the others in the game could hold any of 1,302,540 hands of lesser value. But that's where your poker judgment comes in.—Figures courtesy of United States Playing Card Company.

ATKINSON MILLING CO. MINNEAPOLIS, MINNESOTA

*TRADEMARKS

A Trustworthy Trio...

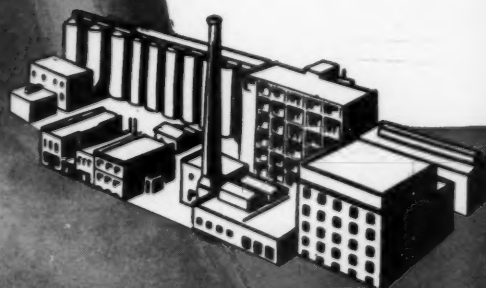
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HUBBARD Flour to
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These high-protein flours are tops in
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... KING HUBBARD ...
truly an outstanding pure-
spring high-gluten flour.
Hubbard Milling know-how
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AIB SCHOLARSHIPS

CHICAGO—The scholarship committee of the American Institute School of Baking still is accepting applications for scholarships for the second 1955 general course in baking science and technology. This is a 20-week course which opens on Aug. 1. These scholarships, made available by baking industry firms, have been established to assist men already working in the industry, and also to encourage interested young men in entering it. Application blanks will be furnished upon request to: The Registrar, American Institute of Baking, 400 East Ontario St., Chicago.

New Jersey Allied Men Discuss Baking's Future

NEWARK, N.J.—The fourth regular meeting of the recently organized New Jersey Division No. 9 of the Allied Trades of the Baking Industry, Inc., was held April 14 at the Newarker Restaurant.

Fred Weberpals, bakery division manager of H. C. Bohack Co., New York, and past president of the ASBE, discussed, "What's Ahead in the Baking Industry?"

Mr. Weberpals pointed out close cooperation between allied trades and bakers as being one of the most effective sources of progress in the baking industry. This, he said, was justification for optimism in its future.

He outlined the many needs and weaknesses confronting bakers, and he noted particularly the tendency of slighting quality in favor of price. Many bakers fail to be sufficiently conscious of the importance of presenting baked goods in the best possible and most favorable light to the consumer at all times, he said.

The group now has about 50 members. Elton S. Vineburg, Joe Lowe Corp., is president. Vice president is Paul F. Kiefer, Standard Brands, Inc., and secretary-treasurer is Edward G. Tyrrell, T & W Ice Cream Co. Ann H. Bernhard, Alford Cartons, is program chairman and arranged the program.

—BREAD IS THE STAFF OF LIFE—

Ralph Manewal Addresses Chicago Production Club

CHICAGO—Ralph Manewal, production consultant for Standard Brands, Inc., Minneapolis, gave the title "Mixed Up—???" to his general discussion of mixing time before the Chicago Bakery Production Club, meeting at the Midland Hotel here the evening of April 12. Seventy-eight members and guests attended.

Mr. Manewal talked of the several factors which affect mixing time, and then developed the effects on other factors when a variance of mixing time occurs.

The next meeting of the club will be May 10, and the nominations for officers for the year ahead will be made. They will be elected at the June meeting.

—BREAD IS THE STAFF OF LIFE—

REPRESENTATIVE NAMED

HOUSTON, TEXAS — Jerome H. Debs, president, Chicago Metallic Manufacturing Co., Chicago, announces the appointment of Gunnar Thelander, Gunnar Thelander Co., 6117 Windswept Lane, Houston, as the Chicago Metallic sales representative in New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Mississippi and Mobile, Ala.



Feet-on-the-Desk Executives

Business needs more feet-on-the-desk executives. We are referring to the meditative types—those who lean back and take time to think out their problems. Too many men who reach positions of responsibility become so engrossed in routine chores, so intent on taking care of the physical mechanics of getting things done, that their creative and imaginative faculties suffer from neglect.



Bill Lingren

In the earlier days, when the pace of management was not so fast, when management people were able to take things a bit easier, and when they had but a few important decisions to make in the course of a day, there were intervals when they could see the whole operation objectively, and focus their attention on the larger, more important problems of business.

The greater complexities of modern business now deprive most executives of these intervals. Unless an executive practices self-discipline and forces himself to make time for meditation, he is not likely to do much of it.

To mean anything, meditation cannot be mere relaxation. It must be the coordinated activity of the "imagination, judgment, memory and ambition," as one writer recently put it.

"It is not intended that an executive be forever busy with innumerable details," this writer pointed out. A man can fill his day with these innumerable things and convince him-

self that he is working hard. He must have the self-control and the self-confidence to sit down and meditate."

Decorated Loaves

Dutch bakers are making two million loaves of white bread, each decorated with the Swedish flag. The idea behind this project is to commemorate a Swedish gift of flour 10 years ago when there was an acute shortage of food in Holland as a result of the German occupation.

This appears to be a worthwhile project as a memorial. Perhaps there is more in it than that. Is it possible in this country that a wholesale bakery could gain a competitive advantage by putting out a prettily decorated loaf of white bread which would grab off a large volume of sales from the impulse shopper when it appeared on the bread racks in competition with the standard loaf of white bread that has not changed in appearance over the years?

Perhaps bakers should call in some of these modern industrial designers to come up with a "new look" for white bread.

Parable for Salesmen

A few years ago, when Claude G. Hill was president of the Bakers Club of Chicago, he passed on to readers of the "Bakers Club Chat-ter" a parable for salesmen.

It is a very appropriate story in these days when orders seem to be coming harder and seem to be fewer and farther between. We would like to present it here, with all credit to Mr. Hill, for those who may not have seen it and to jog the memory of those who have already read it in another place:

And behold, there came through

the gates of the city, a salesman from afar, and it came to pass as the day went by, he sold plenty. They that were the grouches smiled on him and gave him the hand that was glad. The tightwads opened their purses to him.

And in that city were they that were the order takers, and they that spent their days in adding to the alibi sheet. Mightily were they astonished. They said one to another, "What the Hell; how doth he get away with it?"

And it came to pass that many were gathered in the back office bemoaning hard times, and a soothsayer came among them, and he was one wise guy. And they spoke and questioned him, saying, "How is it that this stranger accomplished the impossible?"

Whereupon, the soothsayer made answer: "He of whom you speak is one hustler. He ariseth very early in the morning and goeth forth full of pep. He complaineth not; nor doth he knock. He is arrayed in purple and fine linen, while ye go forth with faces unshaven and pants not pressed.

"While we gather here and say one to the other, 'Verily, this is a terrible day to work,' he is already abroad. And when the eleventh hour cometh, he needeth no alibis. He saith not to the masses, 'Behold, they that are in this town are a bunch of boneheads' Nor doth he report that they cannot be sold.

"He knoweth his line and they that would stave him off, they give him orders. Men say unto him, 'Nay, nay,' when he cometh in, yet when he goeth forth he hath their names on the line that is dotted.

"He taketh with him two angles—Aspiration and Perspiration. He knoweth whereof he speaketh and he worketh to beat Hell. Verily, I say unto you, go and do likewise that ye may partake of the horn of plenty."

Don't Miss This Point

An economics professor we know shows his class that by holding a dime in one hand close to the eye, it will obscure a half dollar held in the other hand a little beyond. He points out that it is never wise to let the vision be obscured by the small, nearer profit to lose sight of the great values within reach.

—BREAD IS THE STAFF OF LIFE—

To Note Anniversary

LANCASTER, PA.—The Thaddeus Stevens Trade School located here will conduct an open house May 12 in celebration of its fiftieth anniversary.

The commonwealth school offers three year courses of intensive training in various subjects including baking. Training has been provided since 1905 for boys from all parts of the state who might not otherwise have the opportunity.



PRODUCTION OFFICERS—Officers and committee chairmen of the Greater Pittsburgh Production Men's Club are shown in the illustration above. Seated are treasurer George Robertson, Armour & Co.; secretary William Glittenboth, Stover & Co.; president Russell Dunkelberger, Bergman's Bakery; vice president Jack Williamson, Duquesne Baking Co.; board member Clarence Langsdale, Nickles Bakery. Standing: membership chairman William Hartner, Jenny Lee Bakery; reception chairman Paul Eberly, Brolite Co.; past president John Guay, Drake Baking Co.; second vice president John Martin, McCormick Co.; program chairmen John Charles, Wesson Oil & Snowdrift Sales Co., and Norman Jenkins, Standard Brands, Inc.

THE BAKE SHOP

Troubleshooter

Doughnuts

I am building a new drive-in bakery and I want to have a good doughnut formula. The machine mixes I have do not seem to be in balance.—W. J. H., Cal.

It is possible that your formulas may be low in baking powder. Here are two formulas which you may wish to try. Formula No. 1 is a very rich type of doughnut. Should the doughnut absorb too much shortening to suit you, just eliminate the soda. However, you will find that the doughnuts will not be quite as tender.

CAKE DOUGHNUTS (PLUNGER TYPE—NO. 1)

Cream together:

- 6 lb. powdered sugar
- 1 lb. shortening
- ½ oz. mace
- ½ oz. nutmeg
- 4 oz. salt
- 4 oz. milk solids (non-fat)

Add gradually:

- 4 lb. yolks
- 1 lb. whole eggs

Mix together and add:

- ½ oz. soda
- 6 lb. milk (liquid)
- Vanilla to suit

Sift together, add and mix in until smooth:

- 8 lb. bread flour
- 8 lb. cake flour
- 11 oz. baking powder

It may be necessary to make some slight adjustments in the formula because of variations in ingredients and shop conditions. As this dough is quite rich it will stand somewhat more mixing than will the average doughnut formula.

CAKE DOUGHNUTS (PLUNGER TYPE—NO. 2)

Place in a mixing bowl and mix thoroughly:

- 7 lb. 4 oz. sugar
- 1 lb. shortening (regular)
- 6 oz. salt
- 3 lb. 10 oz. bread flour
- 1 lb. non-fat milk solids
- 2 oz. mace
- 9 oz. baking powder
- 14 lb. 6 oz. pastry flour

Mix together and add:

- 2 lb. 8 oz. yolks
- 9 lb. water (about 75° F.)
- Vanilla to suit

Mix for 2 to 2½ min. on second speed. Fry at about 370 to 375° F.

Brownies

Would you please send me a formula for brownies which do not dry out quickly?—H. M., Wis.

Here is a brownie formula that you may wish to try out. I am sure this formula will help solve your dryness problem.

BROWNIES

Cream:

- 2 lb. 4 oz. granulated sugar
- 1 lb. 2 oz. shortening
- 1 pt. corn syrup
- ½ oz. salt
- ¼ oz. cinnamon

Add gradually:

- ¾ qt. eggs

Then add:

- 12 oz. melted chocolate

Sieve and fold in:

- 1 lb. 2 oz. bread flour
- ¼ oz. baking powder

Then add and mix in:

- 1 lb. chopped nuts

Spread entire batch evenly in one

greased and dusted bun pan. Bake on double pans at about 370° F. After baking and cooling cut into 2 in. squares.

Dark Rye Bread

We enjoy your articles in The American Baker and would like very much to have a simple formula for a real dark rye loaf which we would like to make into a 1-lb. round loaf. We would also like to have a formula for hard roll.—A. D. C., Ohio.

Here are two formulas for real dark rye bread. This darkness in color is obtained primarily through the use of caramel color and black vegetable color. In some sections of the country this loaf is going over very well. If this type of bread is not what you have in mind, I am wondering if you could be referring to what is known as 100% rye bread. This loaf does not contain any white flour whatsoever. I am submitting also a formula for hard rolls. In order to make good hard rolls it is essential that a high gluten flour be used.

DARK RYE BREAD

- 20 lb. first clear flour
- 5 lb. dark rye flour
- 16 lb. water (variable)
- 8 oz. salt
- 8 oz. sugar
- 8 oz. shortening
- 1½ oz. yeast food
- 1 lb. molasses
- 7 oz. yeast

6 oz. caramel color (depending upon the strength)

Black vegetable color to suit

Dough temperature 76 to 78° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the

bench 15 min. later. Scale and round up. Allow to rest for about 15 min. and make up. Proof, dock and then bake at about 410 to 420° F. Use plenty of steam in the oven.

HARD ROLLS

- 6 oz. sugar (sucrose or dextrose)
- 8 oz. salt
- 1 oz. yeast food
- 12 oz. shortening
- 4 oz. malt
- 13 oz. yeast
- 20 lb. flour (high gluten)
- 13 lb. water (variable)

Dissolve the yeast in part of the water. Place the sugar, salt, yeast food and malt in the mixer and add the balance of the water. Then add the flour. When partially mixed, add the yeast solution. When about ¼ mixed, add the shortening and mix to a smooth dough. Dough temperature 80 to 82° F. First punch 1 hr. Second punch 45 min. Take to the bench 15 min. Scale into 4½ lb. pieces and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and give about half proof. Then make up into desired shapes. Place between dusted cloths or on peels. Proof and bake in a hot oven. Use plenty of steam.

BLACK RYE BREAD

Sponge:

- 3 lb. dark rye flour
- 12 lb. first clear flour
- 9 lb. 8 oz. water
- 8 oz. yeast

Temperature 76° F. Fermentation time: 3 hr. 30 min.

Dough:

- 2 lb. dark rye flour
- 8 lb. first clear flour
- 8 lb. water (variable)
- 8 oz. salt
- 8 oz. sugar
- 1 lb. 8 oz. shortening
- 12 oz. caramel color (depending upon the strength)
- Black vegetable color.
- Dough temperature 78° F.
- To the bench 15 min. later.

—BREAD IS THE STAFF OF LIFE—

New York Bakers Club Schedules May 17 Outing

NEW YORK—The first outdoor meeting of the New York Bakers Club, Inc., was held April 18 at the North Hills Golf Club, Douglaston.

The club's membership committee approved membership applications from John Q. Adams, Manhattan Refrigerating Co., and Hubert Warren of Hovis (America), Inc.

Members who were hosts for the meeting included A. A. Cervini, W. C. Duncan, R. E. Duvernoy, A. C. Ebinger, C. E. Larsen, M. F. Murphy, E. J. Ranney, H. J. Scholes and W. J. Stockman.

The next golf meeting will take place May 17 at the Baltusrol Golf Club, Springfield, N.J., through courtesy of Arthur W. Drake, Bakers Club president.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

THE BREAD WINNER—One or two people passing behind Caxton Hall, Westminster, London, recently paused to watch curiously a group of men in white overalls clustered around a table in the yard, on which some square, white objects were laid out. What could they be doing? The objects were unidentifiable from a distance, but surely precious, for the men fondled them gravely and held them to the light with all the ceremony of archaeologists examining a find.

Drawing closer, observers soon saw that the objects were halves of white loaves and that the men wore badges proclaiming them to be judges. They were selecting, from some 550 loaves submitted in the 1955 competition for the British Baker challenge shield, that one peerless specimen which would entitle its maker to be named champion baker of England and Wales. (Scottish loaves, being more salty than English and in other respects a bread apart, are judged separately, north of the border.)

The championship was won by Mr. E. Puttock, representing a Worthing firm, with an "oven bottom" Coburg loaf—a loaf baked, that is, on the floor of the oven or on the hearth rather than in a pan or tin.

Smell and Taste

How do bread judges tell whether this or any other kind is a winner? Mr. W. E. Spencer, a Liverpoolian by birth, who has been in the business for 51 years, explains that, first, "we are looking for a nice, light creamy colored bread." Hence the ceremony in the backyard, for the hall is dimly lit and, says Mr. Spencer, "we like to judge with the northern light falling over our shoulders."

An evenly baked crust earns some more points, and then there are the all-important qualities of flavor and edibility. "Some judges just smell the loaf, but I smell it and taste it at the same time," says this most conscientious of examiners. To demonstrate, he seizes the nearest half loaf, buries his face in it, and invites your correspondent to do the same. (It is a disappointing experience for a novice, who emerges thankfully from the bread mask with one sure, and hardly original, impression: how strongly yeast smells!)

Finally, as a good many housewives might be glad to learn, there is a test for what is called "evenness of grain" or "crumb build-up." For this, the judge presses the bread with his two thumbs to see whether it is flexible and firm or whether it is of that irritatingly loose texture which cracks or falls apart when it is buttered.—The London Times.

One of our usually reliable correspondents reminds us that in early New Hampshire preachers were paid two bushels of wheat for two sermons. Depending, of course, upon what sort of parity there was in those times, this may have come reasonably close to what might be called a wheat tithe.

From a New York Times interview with John L. Bogert, 95-year-old naval architect who says he invented the flattop:

"I'm also what you would call a food crank," he explained. "I believe that you are what you eat. I never touch coffee, alcohol or tobacco, but drink all the fruit juice and milk I can."

"Plenty of fresh vegetables, and whole wheat bread—never white bread," he admonished.

Mr. Bogert recalled that at a dinner of his Columbia Class of '78 50 years ago his classmates laughed at him carrying his own loaf of whole wheat bread to the table.

"They thought I was just an old crank," he said. "But remember, I had the chance to attend every one of their funerals."

(And then—though we hate to say anything that might seem to spoil the story—there was the hillbilly who lived 110 years on a diet of chawin' tobacco, moonshine, corn pone and sowbelly.)

GIVEAWAYS—The Retail Merchants Assn. of Canada believes it has found the giveaway to end all giveaways. Officials recently told a parliamentary committee of inquiry that the manager of a large department store in Winnipeg, making his regular tour of inspection, was astonished to see a pile of cake mixes in the hardware department.

Asked for an explanation, the hardware manager said: "It's that darned grocery department. I'm trying to sell cake pans but every time they sell a package of cake mix they give away a cake pan. So I'm giving away cake mixes when I sell cake pans."

This internecine strife was ended but the store manager is still asking himself: "How crazy can we get?"

FOOD FADDISTS CAUSE SERIOUS HEALTH PROBLEMS—Food supply in the U.S. is protected by high standards, yet the health of a vast number of people is being endangered by the unsound dietary recommendations of the faddists, according to Miss Lois Oberhelman, extension food and nutrition specialist at Purdue University, who explains that too often those who have followed the advice of the quacks delay seeking necessary medical treatment until too late.

Food faddists—nutritional quacks—of today resemble the medicine men of the past, because most of them have something to sell. People, Miss Oberhelman warns, should be skeptical about sensational "health" claims or scare stories against familiar foods. Some faddists rule out milk even though research has shown that everyone, from infants to elderly people, needs milk for health. Miss Oberhelman comes to this conclusion:

"No one food or food product offers all the nutrients needed by the body. To meet nutritional needs, the normal person should eat a variety of foods from the Basic Seven food group. Fads which cheat the body of needed nutrients can be very dangerous."

25 Years Ago

The Indiana Bakers Assn. observed its 25th anniversary.

James F. Bell, president of General Mills, Inc., announced the purchase by his company of the Larowe Milling Co., Detroit and Toledo.

Death claimed Thomas L. Moore of the Dunlop Mills, Richmond, Va. He was organizer and first president of the Piedmont Millers Assn. The Fleischmann Co. of Canada was formed.



CAREER FESTIVAL—A Career Festival held at the College of St. Thomas, St. Paul, Minn., drew 20,000 visitors—most of them high school students from the St. Paul-Minneapolis area. Among the 50 industries displaying its attractions was the baking trade. Here one of the visitors is questioning Carl Wuollet, Wuollet Bakery, Minneapolis (seated, left) and Seth Pierce, Zinsmaster Baking Co., St. Paul (seated, right). Dean Badger, Standard Brands, Inc., is at the right.

Chicago TV Show Unfolds Benefits Of Baking Career

What types of jobs can beginners get in the baking industry?

How much, and what kind, of education should I have if I want to be a baker?

Are there opportunities for women in the baking industry?

Other than production, what careers are open in this field?

These are the things youth wants to know about the baking industry—they are questions actually asked by three high school students on a television panel called "Choose Your Career."

Answers to such questions were provided to viewers of a recent "Choose Your Career" program. The show, which is produced by WBBM-TV in Chicago with the cooperation of the Board of Education, each week brings together a group of young persons in the career-seeking stage with representatives of an industry or profession. With Mel Galliard moderating, the program on careers in baking found Dr. Robert W. English of the American Institute of Baking, Don Copell of the Wagner Baking Corp., Charles Regan of Interstate Bakeries and Glenn Schulman of the Illinois Institute of Technology, a recent graduate of AIB, on the receiving end of a lively series of questions. Their questioners were Ronald Gohl, Bill Kohncke and Mary Williams, all Chicago high school students.

Some listeners, unfamiliar with the baking industry, were startled by the information brought out by the panel experts. They had not been aware that baking offers exciting and rewarding careers for engineers, chemists, home economists, specialists in marketing and advertising, as well as sales and production personnel.

Chicago bakers who saw the program have expressed the hope that bakers in other sections of the country will use every opportunity to bring similar programs to young persons in their areas.

—BREAD IS THE STAFF OF LIFE—

Cake in Cans Called Housewife's Salvation

"If I knew you were coming I'd have baked a cake" no longer need be an "out" for the unprepared housewife. "Oven-fresh" brand cakes sealed in metal containers are now available to U.S. homemakers ready for instant use.

The Vacuum Baking Corp., New York, is packing a line of ready-to-eat pound cakes in 12 oz. cans developed by American Can Co. Its four cakes—golden, silver, marble and raisin pound—are baked, sealed and vacuumized inside the can and they require no further cooking.

Labels on the cans of the different types of cakes suggest many ways to serve with other products, such as fruits, gelatines, ice cream, sauces and so on.

—BREAD IS THE STAFF OF LIFE—

Hart's Bakery Award

The outdoor advertising campaign of Hart's Bakery, Inc., Memphis, Tenn., won second prize in the combined poster and painted bulletin campaign division of the third annual Local Outdoor Advertising Contest. This contest was sponsored by the Outdoor Advertising Association of America, Inc., Chicago.

Bakery Merchandising

Conference Shows Factors in Frozen Bakery Products

HOLLYWOOD, FLA. — George T. Carlin, associate director of research for Swift Laboratories, gave an illustrated lecture on frozen foods at the recent National Food Conference. Over 200 of the top food men in the fields of production, processing, and selling attended the conference held at Hollywood, Fla.

In describing the frozen food industry, Mr. Carlin said, "Research on frozen foods has led into many strange fields. One fact stands out. The frozen food business is a business of many dreams—some of them fabulously good, many fantastically bad."

Problems and answers concerning the evaluation of frozen foods were brought out as Mr. Carlin demonstrated with color slides some of the good and bad points of frozen foods.

The four main guides used to evaluate the practicability of a food for freezing were said to be adaptability, storage life, convenience and packaging requirements.

The purposes of packaging material were listed as maintaining product quality, providing protection against handling, giving sales appeal and at the same time having a favorable competitive cost. Another consideration enters the package requirement when the product is to be heated or baked in the package. Among the package materials discussed were foil, saran, cellophane, waxed board, polyethylene and metal trays.

After giving demonstrations of the four guides used in evaluation, Mr. Carlin proceeded to apply these guides to the freezing of bakery goods. Frozen bread was said to present quite a problem because of the slow freezing time and the rapid rate of dehydration. Although the adaptability was said to be fairly good and preservation good from the standpoint of preventing mold damage, it was pointed out that after thawing, staling continued at an accelerated rate.

The problem of dehydration was said to be solved by double wrap-



George T. Carlin



GLAMOR OF VITAMINS—Omar, Inc., Omaha, is using the combined appeals of pretty girls and a wheel of fortune to call attention to the vitamins, minerals and calories in enriched bread. The wheel face has seven parts, each of which illustrates and describes one of the nutrients in enriched bread. Illustrations on the wheel are duplicated on a table top. Cardboard discs bearing the Omar trademark are provided free for "gambling." Free cupcakes are prizes. The girls pictured gave away more than 4,500 cupcakes to "winners" at the "To Your Health Show" in Omaha, recently. The company plans to use the exhibit at county fairs, food shows, and expositions of all kinds in its six-state trade territory.

ping or more expensive packaging material such as cellophane or polyethylene but this plus the cost of freezing was said to put bread in one of the less desirable categories of frozen foods.

Mr. Carlin mentioned fruit pies as being a bakery item that is extremely adaptable to freezing and packaging. However, sugar solutions in pie fillers make the freezing point very low and if the pies are allowed to get above 10 or 15°, there is danger of juice spilling out.

Another problem with pies is the underbaking of the bottom crust. A solution to this was said to be available with the inclusion of caramelizing agents to help develop a brown crust color. Another solution suggested was the use of more fruit, or in the case of chicken pies, more meat.

Mr. Carlin recommended one feature which he said bakers have neglected to date to a large extent was the use of uncooked frozen fruits which would provide a better flavored fresh fruit pie 12 months of the year.

Freezing was said to be an ideal solution for the marketing of cakes iced with or filled with either rich butter cream or whipped cream. The frozen item does not stick to the carton or spoil.

—BREAD IS THE STAFF OF LIFE—

BREAD CAMPAIGN BEGINS

Hamburger Schwartsbrot Bread, San Francisco and Oakland bakery producing five different varieties of rye and pumpernickel bread distributed throughout northern California, has retained the San Francisco advertising agency of Diamond & Sherwood, Inc., and will launch a program of institutional advertising. With the main plant at San Francisco now operating at capacity producing the breads marketed in specialty stores and delicatessens, the firm's advertising will switch from radio to television.

Fuchs Has Varied Advertising Budget

Fuchs Baking Co., South Miami, Fla., has an advertising budget for 1955 that covers a wide media. Their advertisements appear in 11 newspapers in the Greater Miami area and surrounding territory. In addition they have 3,328 radio spots and more than 500 television spots. Five painted and 43 paper boards carry their copy and cards are used on six bus lines. In addition more than 650 school safety signs are used in six adjoining counties.

The 1954 Christmas display drew more than 120,000 visitors, and more than 3,200 visitors.

Pie Choices Depend On Where You Live

There seems to be no doubt that apple pie is the king of all pie choices across the nation. But picking a second place choice depends strictly on where you live, according to observations of baking industry leaders.

Take lemon pie. That is strictly a "big city" dessert. In small towns it ranks far down the list. In large cities—500,000 population or over—lemon pie rates right behind apple pie as No. 2 choice.

In cities from 100,000 to 500,000, lemon pie drops to third place behind apple and pumpkin. Cherry pie wins third place among residents of cities between 10,000 and 100,000 with lemon dropping to fourth.

When it comes to communities under 10,000 lemon is just an "also ran." Berry pies of all kinds take over fourth place in these cities.

Tastes in pies also differ, quite naturally, in various sections of the country.

New Englanders go for mince pie in a big way. Cherry, which ranks third nationally, is a great favorite in the middle-east states. Pumpkin, the second-ranking pie nationally, takes the honors in the west-central states.

Then, too, the time of year brings out cravings for certain flavors.

More apple pies are made and eaten in August, September, October and November.

In springtime, fancies turn heavily to lemon and chocolate pies.

The favorites during the fall and early winter are mince and pumpkin.

—BREAD IS THE STAFF OF LIFE—

MORE REFRIGERATED UNITS

DETROIT — George E. Muma, president, Divco Corp., Detroit, has announced that the insulation and refrigeration department of his firm has been increased over 60%. He said that the demand for refrigerated delivery trucks is increasing and that there is a wider call for the 115-in. wheelbase vehicle as retail routes are expanded.



FLORIDA PROGRAM—The Central Florida Bakers Council, Inc., participated in the home shows held recently at St. Petersburg, Sarasota and Clearwater, Fla., by displaying the above booth describing the enrichment of bread. The display is part of the council's public education program. The animated display shows a little baker putting vitamins into each loaf of bread as it revolves on the wheel in front of him. Nearly 10,000 copies of various American Institute of Baking booklets were taken by visitors at the booth, according to H. B. Oswald, executive secretary of the council.

5,000 Indianapolis Students Learn About Baking Industry in Classrooms

INDIANAPOLIS—More than 5,000 seventh and eighth grade pupils in Indianapolis schools learned about the baking industry recently in their classroom social study work.

Serving as their textbook was "Indianapolis at Work," a monthly publication of the Indianapolis Public Schools which explained the work of bakers in a recent issue.

A copy of the 10-page publication was given to each of the children who were asked to take it home to their parents. The pupils were tested on its contents and articles on the baking field were written as class assignments.

A committee of Indianapolis retail,

wholesale and house-to-house bakers worked with Charles P. Ehlers, secretary-manager of the Indianapolis Bakers Assn. and the school superintendent in preparing the material. Suggestions also came from Mrs. Helen Hunt, American Institute of Baking.

The issue contained numerous pictures as well as sections devoted to the development of baking in America, the flour sack-to-slices process, making dough, baking the bread, pastries, life of a bread routeman, customers, health properties of bread and the need for young men in the baking industry.

Booklet on Baking Readied for Children

CHICAGO — Bringing the very young into a friendly relationship with the baker and his products is one of the objectives of the consumer service advisory committee of the American Institute of Baking. Members of the committee, seven educators and four AIB staff members, held their semi-annual meeting at the institute recently.

The first draft of "Bread in the Making" and the accompanying teacher's guide was analyzed. This booklet, which will be available to teachers in time for the 1955-56 school term, is an illustrated text on bread production. It is directed toward children in the third to sixth grade levels.

The text describes commercial baking step by step, as explained to a visiting group of school children by the plant manager. Related material on nutrition and numerous suggestions for classroom activity are provided in the teacher's guide. Among the expected results are that future homemakers will learn that bread furnishes vitamins, minerals and energy and that bread can be the basis of many dishes which provide meal variety at low cost.

A visit to a bakery or a session with "Bread in the Making" can stimulate discussions on wheat's role in history, or the areas of the world

which depend on this grain for food as contrasted with rice and rye areas, committee members said.

In previous meetings the consumer service advisory committee held general discussions on the institute's nutrition education program. Having become familiar with the program, the advisors now function as consultants on specific educational publications.

—BREAD IS THE STAFF OF LIFE—

FLAVOR GROUP TO MEET

CHICAGO—William H. Hottinger, Jr., Bowey's, Inc., Chicago, president of the Flavoring Extract Manufacturers Assn., announces the 46th annual convention will be held at the Edgewater Beach Hotel in Chicago, beginning with a hospitality and cocktail hour May 22. Business sessions will begin on Monday morning, May 23, and continue up to and including May 25. E. N. Heinz, Food Materials Corp., Chicago, is convention chairman, and C. Christenson, Charles Pfizer & Co., is in charge of entertainment.

—BREAD IS THE STAFF OF LIFE—

RETAIL BAKERS' DAY

SAN FRANCISCO—April 17 was officially observed as Retail Bakers' Day in San Francisco, by proclamation of Mayor Elmer E. Robinson who received an elaborately inscribed cake decorated to depict the Golden Gate Bridge. The cake was presented by D. L. Dunn, Dunn's Cake Box, president of the Retail Bakers Association of San Francisco.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Annual business losses from embezzlements exceed those from fire. It is estimated that \$800 million is embezzled in one year by "trusted" employees. However, the negligent employee must share at least part of the blame for embezzling by employees. Authorities list several precautions that a business proprietor should take to prevent embezzling. Among them are: Use modern methods of accounting. Don't allow one employee to double up on jobs. Split duties involving the receipting, handling, counting and banking of money. See that employees put cash register receipts in the bag or package where possible. Watch disbursements closely because money may be paid out for phony invoices. Maintain a perpetual inventory. Have an annual audit (37% of all embezzling cases are uncovered by auditors). Insist that all employees take annual vacations because embezzlers often pass up vacations to safeguard their scheme. As an indication of the costliness of embezzling, it should be remembered that if a business operates on a 3% profit margin, it requires \$100,000 in business volume to make up a \$3,000 loss.

Losses From Embezzling

The heart of retail selling is found in the situation where the customer and a representative of the store come face to face. At that point the sale is made or lost. When a salesman does the correct things, sells well, represents his store and products adequately, then and only then has the money spent on display, store layout, advertising and good-will been invested well. The efforts made at retail selling determines how much every other expenditure in the store is really worth. There is no substitute for good salesmanship.

Heart of Selling

Newspaper and radio advertising lose much of their punch when not backed up by in-store displays. This has been proven in many surveys but recently a retailer went to considerable effort to convince himself thoroughly of this fact. In this case the product was offered through newspaper ads alone, and later by the same kind of ads backed by store displays. In the other half of the test, the product was advertised only through radio commercials—and later by the same type of commercials backed by store displays. This is what was discovered: Product advertised by newspaper only, 31% gain compared to regular volume. Advertised by both newspaper and displays, 240% gain. Product advertised by radio only, 3%. Advertised by radio and displays, 113% gain.

Give It Punch

A discount is somewhat like the double-edged ax. It can be used to sharpen your profit picture but it may also cut your throat—financially speaking. The main purpose of discounts is to obtain more business leading to additional profits. Discounts should build a steady, profitable volume of business. Discounts must not be used as an occasional device to make a sale. The baker who uses discounts to buy business, instead of earning it, is cutting his throat—businesswise. A discount system should be just that—a systematized, uniform method of price variations for quantity purchases. It should work the same for all customers. Remember, the dealer who misuses discounts is seldom successful, but the dealer who has a profitable business seldom misuses discounts.

Watch Discounts

Many retail stores have exposed sides which are not at all attractive and cannot be made very attractive without some expensive rebuilding. The answer to the problem in such a case may be to erect a large, bright, attractive billboard-type sign along any side of the store which the merchant wants covered. Lattice-work underneath the sign proper can completely cover the area. The sign on the board should of course be the best possible and should help draw customers to the store. The sign should be lighted at night, and it should be changed occasionally to give a fresh appeal. Signs such as these are used by some food and other stores, and in some cases retail or other bakeries may be able to make good use of them.

Dressing It Up



ANGEL FOOD KIT—Pictured above are the elements in the 1955 Angel Food Kit that the Fleischmann division of Standard Brands, Inc., is currently distributing to the baking industry. The four, full-color posters feature home-topped, baker-baked angel food cakes, while the center poster features the seven free topping recipes that are offered. Since the posters come in a double fold, showing the cakes both front and back, they add up to eight posters when they are hung over a wire.

ASSOCIATED RETAIL BAKERS OF AMERICA

(Continued from page 13)

use in this country. Wheat for export would not be subject to it. The farmer could raise and sell all he wished for export or feed, for whatever it would bring. Thus the name 'two-price plan,' Mr. Quinlan explained.

Baker Immigrants

Information given to ARBA has suggested that in many if not most areas there is a shortage of skilled craftsmen for retail bakeries, and that established retail bakers in the U.S. would like to provide jobs for many such craftsmen who themselves would welcome opportunity to come here from Europe.

The Netherlands Embassy was seeking opportunities for many Dutch craftsmen (including 22 bakers, on their present list) to come to the U.S. "The Netherlands is able and willing to help in making necessary arrangements between you and any of those Dutch bakers you might like to bring into your bakery. If you think you might be interested, write ARBA headquarters in Chicago, mention your preferences, and you will be given further information as to what you can do about it," Mr. Quinlan said.

Those necessary arrangements include a sponsorship — a guarantee that the immigrant won't become a public charge for five years (the Netherlands will help find an organizational co-sponsor, such as, for example, the Church World Service). The Netherlands also will pay for transportation and health and accident insurance.

"I suggest that if any of you would like to employ a skilled immigrant baker from any particular country other than the Netherlands, you also write ARBA Chicago headquarters in full detail, stating any preferences and other information you think are important, and ARBA will try to help get you on the right track, without committing you in any way," Mr. Quinlan said.

One of the specific exemptions in the wage and hour law is an exemption of all employees of certain manufacturing retail establishments. This exemption was put in by Congress at the request of ARBA.

The proposed amendments now being considered would include some to put the law on the vague basis of businesses "affecting" interstate commerce, because of use of ingredients or otherwise. That would start years of countless lawsuits. Hundreds of thousands of small or local businesses would not know whether they were liable without individual court decisions. We plan to oppose such a basis for applying the Act.

It has also been proposed that the specific exemption of local manufacturing retail establishments be discontinued, Mr. Quinlan said.

A presentation of new display techniques developed by the ARBA, and a careful statement of the need for awakened merchandising know-how, was voiced by the association's display director, B. L. Schmitzer. He stressed new methods and the fact that bakers must keep up.

"Combined advertising effort, even though competitive, will push the entire market upward—one helps the other," Mr. Schmitzer reminded, using the case of the cigarette industry as an example. He pointed out that the baker hasn't the background of nationally branded product advertising the neighboring merchant has,

because the baker is a manufacturer.

"People are used to seeing prices—and seeing prices doesn't scare them," the speaker noted in suggesting the price-marking of retail baked foods. "The buyer is used to, and wants to, make up her own mind on the basis of price."

Color and coverage as principles of proper display were explained by Mr. Schmitzer on the stage as he set up a window, showing how association of display aids could be used for greatest selling effectiveness.

"Don't just set the pan in the window," he concluded. "Glamorize it."

Mr. Schuchardt was moderator of a panel discussion on cakes, bakery location, sales personnel, promotion and frozen baked foods. On the panel were Gordon Nash, Priscilla Bakery, St. Bernard, Ohio; R. F. Dunkelberger, Bergman Bakeries, Millvale, Pa.; Jesse Coy, McGee Bakeries, Lexington, Ky.; Ray Schmidt, Schmidt Bakeries, St. Louis; Sam Silber; Ivan Perkins, Perkins Bakery, Silverton, Ohio, and Mrs. George Neldam, Neldam's Danish Bakery, Oakland, Cal.

"Pre-packaging doesn't hurt sales," Mrs. Neldam said. "We feel it makes extra sales because of the convenience of speedy pick-ups. We place selected prepackaged goods in several places throughout the store, and find that fancy packages in some instances double sales of a particular item." In response to questions from the audience, Mrs. Neldam said that items are packaged every day, and they are marked by weight or units.

Considerable interest was developed during the session on location, with some bakers advocating location in a supermarket or next to one, with others saying, "stay out of 'em and away from 'em." The consensus seemed to be that a shopping center was a crossroads of travel and trade competition of every type was naturally developed. Parking areas in the established shopping centers had to be set up to compete with the new shopping centers with built-in parking areas.

One panel member said that the new shopping centers charged for parking, promotion, and other services in their rent, so it was naturally higher than in the older central areas. The banding together of merchants in the older areas to provide these services was advocated.

Some bakers doubted that there was "much profit in the new shopping centers for any kind of business except the promoters." Others said profits were good despite generally higher rental charges. John Nelson, Nelson's Bakery, Chicago, suggested that bakers could analyze their optimum gross next to a supermarket by figuring on 6% of the supermarket weekly gross, so a bakery next to a super doing a \$40,000 weekly gross should expect a \$2,400 weekly gross.

Mr. Silber cautioned bakers not to "be afraid of real estate people," saying that the promoters of shopping centers are obligated to help the lessee analyze expected business carefully. He said 5% rent is being paid in four shopping centers, and was of the opinion that anything over 6% was too high for profit. The fear of the percentage lease was minimized by a Denver operator, who said that it was impossible to get a good location in any part of Denver without a percentage lease.

He mentioned that a shopping cen-

ter location was "fine for a multiple unit operator, but the rent is too high—the baker can't afford production space at a \$1.75 sq. ft. cost."

Mr. Nash, speaking on sales personnel, said, "they are your only contact with your customers." He advocated showing them how the merchandise is baked, and said that bakers should pay more to get more intelligent girls, so they will do a better selling job.

Ten to 12% of gross sales should be allocated for sales girls' wages, it was thought.

Following the election of officers, the ladies' luncheon and style show was held, with the rest of the afternoon free for sports and relaxation.

The annual banquet that evening featured the introduction of the new officers, a water show featuring nationally-known aquatic stars, and dancing in the cabana area.

Charles J. Schupp, Schupp's Pastry Shop, Washington, D.C., was session chairman of the final session. Mr. Hilbert again had a large crowd for his cake decorating instruction and demonstration.

Although self-service cannot be viewed as a cure-all for the retail baker's problems, it has proved successful in many instances, a nationwide survey just completed by the National Cash Register Co. indicates.

Results of the survey, which includes studies of more than 200 retail bakery operations, were revealed by Howard E. Miller, of the company's market research department.

Citing the retail baker's increasing competition in the form of prepared mixes, Brown 'n Serve Foods and frozen baked goods, Mr. Miller said the survey pointed up the fact that some bakers are establishing self-service retail shops inside supermarkets. Others are remaining in their own locations and turning to self-service to increase sales and cut costs. Still others are trying intermediate self-service steps, such as pre-packaging some items for open display in their regular clerk-service stores, or retaining regular clerk service and using a check-out counter where customers pay for their purchases.

Just as the old-style butcher shop is moving into the food supermarket, so some retail bakers are installing outlets in food stores in order to gain the advantages offered by supermarket locations. These advantages include an increase in the number of potential customers for the baker's goods. Mr. Miller termed the combination of food store and retail baker "a happy marriage."

"The food store gains distinction by

ST. PAUL BAKERS PLAN BASEBALL NIGHT

ST. PAUL, MINN.—St. Paul retail bakers will sponsor the third annual "baseball night" on May 14 when American Assn. teams from St. Paul and Minneapolis will play at Lexington Park, St. Paul. Over 150 cakes will be given away as prizes, according to Ed Duren, Tip-Top Bakery, chairman of the event. Virginia Hauwiler, 16, daughter of Leonard Hauwiler, Dale Home Bakery, will rule as "queen of the bakers" and ride in a parade which will originate at the Minnesota Fairgrounds at 7 p.m. and proceed with police escort to Lexington Park where the game is scheduled for 8:15 p.m. Members of the Associated Bakers of St. Paul are in the midst of a ticket selling campaign to ensure a large turnout of fans.

offering something unusual; the baker gets high volume at low cost, and the customer gets convenience and faster service."

Traditional advantages enjoyed by the retail baker have been somewhat lessened by development of new products and new methods of distribution, the survey showed; nevertheless, bakers reported that they must be capitalized on to the fullest. These traditional advantages were listed as the wider variety of goods offered by the retail baker, freshness and such other assets as eye-appeal, texture, flavor and shop personality.

"The housewife's preference for one-stop, self-service shopping is the Achilles' heel of the retail baker," Mr. Miller said survey results indicated. Since Brown 'n Serve items, prepared mixes and frozen finished goods are now on sale in food stores, during one trip to the store today's housewife can buy and put away for future use more baked goods than ever before.

Besides increasing competition, three other pressing problems are faced by the retail baker—the challenge of serving customers quickly during rush periods, the difficulty in getting and retaining competent sales help, and the maintenance of profit margins in the face of high operating costs. The survey showed that to meet these problems, retail bakers are stepping up modernization programs, merchandising promotion, and advertising efforts and in addition are trying self-service principles as a sales stimulus and cost reducer.

In the successful self-service bakery shops studied, volume increased from 25% to more than 60%. These sales increases can be attributed to: (1) the breaking of the rush-period service bottleneck and (2) the rise in "impulse" buying which prevails in almost any self-service type of retailing. Operators of self-service bakery shops reported that the average rush-period bakery customer can serve herself in only 45 seconds, an important factor in her deciding whether to stop at a bakery shop at all under today's hurried-up living pace, Mr. Miller said.

Besides increasing volume and providing better rush-period service, the self-service principle reduces personnel problems, the bakers who have converted to self-service told interviewers. When the customer serves herself, she never becomes impatient or discourteous, and consequently store personnel are under less strain and find their work more pleasant.

"The survey indicated that not all the problems connected with operating a bakery under self-service have been solved," Mr. Miller said. "Because of these problems, the trend to self-service by bakers, whether unit or multi-unit operators, is not as pronounced as in other lines of business, such as drugstores, variety stores and hardware stores."

"To those who are most aggressive, however, we can assure you that already a clearly distinguishable trail to successful self-service has been blazed," Mr. Miller said.

The major key to successful self-service in a bakery shop is proper packaging of merchandise so as to retain "the retail look," it was found. First, bakers reported, it is essential that the retail baker box items which are wrapped by others. Secondly, the retail baker's box should be white or very subdued in color or design so that it will resemble the familiar "carryout" box used in most retail bakery shops. An exception would be in the case of those bakers whose carry-out boxes over the years have

been of unique or distinctive design. Mr. Miller said the ideal box, since it serves in self-service as an individual showcase for the merchandise, should call attention to the goods inside rather than to the package. "Bakers create some of the most beautiful merchandise in the world; it needs no glamorizing," he added.

In discussing the importance of proper packaging in a self-service bakery, Mr. Miller said the folding box industry is aware of the vast potential market represented by this

MR. FRED GRIMMIG'S COOKIE FORMULAS

SPRITZ COOKIES

Cream well:

- 3 lb. granulated sugar
- 3 lb. pure vegetable shortening
- 1½ lb. butter

Add slowly:

- 1 pint egg whites
- 6 lb. flour
- 1½ oz. almond flavor
- A little lemon yellow coloring

SHORT DOUGH COOKIES

- 3 lb. granulated sugar
- 3 lb. shortening
- 3 lb. butter
- 1 qt. egg yolks
- 4½ lb. bread flour
- 4½ lb. cake flour
- 2 oz. lemon flavor

Scale off ingredients. Put into kettle. See that the butter is soft so it will mix with the flour, sugar and shortening. Mix for 2 minutes. Add egg yolks and mix smooth. Do not cream it up.

This is a basic mix and at least 30 to 40 kinds of cookies can be made out of it.

POUND CAKE COOKIES

Cream well:

- 3 lb. granulated sugar
- 3 lb. butter and shortening

Add slowly:

- 4 lb. whole eggs

Add and mix in:

- 5½ lb. flour
- 2 oz. vanilla

Divide into 4 bowls. Color:

- 1 pink and add strawberry flavor
- 1 green and add pistachio
- 1 chocolate
- 1 yellow

Different styles of these cookies were demonstrated for varieties out of each mix.

CHOCOLATE LEAVES

Mix together:

- 1 lb. almond paste
- 10 oz. 4X sugar
- 3 oz. bread flour

Add and mix in:

- 6 oz. egg whites
- ¼ cup water

Press on greased and dusted pans with leaf stencil. Bake at 375°. When cool dip in chocolate coating. Make the veins of leaf with bowl knife.

ALMOND BUTTER SPRITZ

Mix smooth with a little of the egg white:

- 3 lb. almond or macaroon paste
- Add and cream smooth:
- 3 lb. 4X sugar
- 3 lb. butter
- 3 lb. pure vegetable shortening
- 1 oz. vanilla
- 1 oz. salt
- 1 qt. egg white
- 7 lb. pastry flour
- yellow coloring

Pink Mix: Color to suit.

Chocolate mix:

- 5 lb. almond butter spritz
- 8 oz. bitter chocolate

new development and will be prepared to supply a complete line of suitable containers as demand increases. He announced that the story of the bakery survey will be available at the National Cash Register Co.'s branch offices throughout the U.S.

An indication that the retail baker's position in the market is fundamentally sound despite current problems is the 75% increase in the number of bakery shops over the past 25 years. According to current estimates, there are 21,000 retail bakery shops in the U.S. today, which do an estimated billion dollars in business annually.

Discussing the future of the retail baker, Mr. Miller quoted William Thie of Cincinnati, president of the ARBA:

"There's little wrong with the baking industry . . . that work won't cure—work—plus vision—plus determination."

Mr. Perkins again appeared to substitute for Jack Schneider, Richard W. Kaase Co., Cleveland, in a talk on retail cost control.

"As we all know, it is important that every baker know his cost and that he use some system to arrive at the correct selling price for his products. To do otherwise is to court failure for himself and hardship to other bakers," Mr. Perkins said.

"In checking over the report put out by ARBA, I find bakers' raw material costs ranging from 29 to 49%. This indicated to me that either the reporting bakers' figures were at fault—or there must be many ways to skin the cat. There certainly is no such variation in material cost to the bakers, large or small—but, regardless of the raw cost percentage as reported, the system or method we use can be used to determine the suggested selling price."

"I have been in the food business all my working life, and it's been my experience that the selling price has always been based on raw cost. Although there are many new factors to consider today, such as OAB, health and welfare, city taxes, state taxes, rest periods, coffee breaks, night compensations, and pay for bearing your distant relation, there still must be an anchor or hook on which to hang your method of figuring the suggested selling price of your product. That anchor, in my opinion, is still raw cost."

"Taking an average of the extremes of raw cost as reported by your association—29 to 49%—then, 39% of every sales dollar is spent by bakers for raw material—then, raw material must be a big man in your operation. Being such a big man, he certainly deserves special attention, so we will give him lots of attention."

Mr. Perkins showed a form he uses to require that a correct physical inventory be taken weekly or monthly to help arrive at the correct ingredient costs and selling prices.

"By using this system," Mr. Perkins said, "the baker will know exactly and correctly what his raw cost is for any given period. It shows at a glance the source, kind, price and usage."

"A great many bakers believe that controls and methods are for the big boys. It is my opinion that unless the rest of us begin to use the knowledge of the so-called big boys, not too many will be around to enjoy the conventions to come."

Mr. Perkins gave an example of a chocolate iced 7-in. layer, and a buttermilk cream iced 7-in. layer. On the form, he figured the cost of the finished item and determined the suggested selling price.

"After listing the item you wish to figure, as in this instance a yellow cake, the amount of batter and the amount of filling and icing that you use for this item, you will fill in the ounces at the right of the amount of their weight, at the cost per ounce. Multiply the ounces times the cost per ounce, and put this figure in the column for it. You now total your cost on the line below—and below this, add 10% for invisible loss. By totaling these two, you now have the total material cost."

How to come up with the selling price was then explained. "Since from the report we mentioned earlier, bakers were making a profit with the raw material range from 29 to 49%—then, each baker can decide what his raw percentage must be to make a profit. On the line—raw material percentage—write in the percentage you desire."

"By dividing the adjusted raw material cost by the desired percentage, you will arrive at the suggested selling price. We have used the term suggested selling price for, at this point it is necessary to consider other factors before establishing the selling price, such as special packaging, high labor cost items, etc. However, with the exception of fancy cakes and decorated items, this system will give you a good basis for setting your prices."

There are many forms and many systems, Mr. Perkins said. "The type or kind you use is not important—but what is important, is that you know your cost and that you set your price as fairly—fair to your customers—fair to other bakers—and above all, fair to yourselves. Know your cost—figure your formula—get the right price and stay in business."

Mr. Schupp continued the previous day's panel discussion on selling windows, checkout counters and numbering systems. Following adjournment, the official cutting of the Miami Beach 40th anniversary birthday cake was held at the Municipal Auditorium.

—BREAD IS THE STAFF OF LIFE—

New York Bakers Club Schedules May 17 Outing

NEW YORK—The first outdoor meeting of the New York Bakers Club, Inc., was held April 18 at the North Hills Golf Club, Douglaston.

The club's membership committee approved membership applications from John Q. Adams, Manhattan Refrigerating Co., and Hubert Warren of Hovis (America), Inc.

Members who were hosts for the meeting included A. A. Cervini, W. C. Duncan, R. E. Duvernay, A. C. Ebinger, C. E. Larsen, M. F. Murphy, E. J. Ranney, H. J. Scholes and W. J. Stockman.

The next golf meeting will take place May 17 at the Baltusrol Golf Club, Springfield, N.J., through courtesy of Arthur W. Drake, Bakers Club president.

—BREAD IS THE STAFF OF LIFE—

Bakery Drivers' Course Slated for New York

NEW YORK—Cornell University, cooperating with the national advisory committee for Motor Fleet Supervisor Training, is conducting a sales supervisor and driver training discussion series for the baking industry.

The five Tuesdays in May have been selected as the dates for the discussions. They will be from 4-6 p.m. at the Hotel Martinique, New York City.

Varied Program for Minnesota Bakers' Convention Outlined

MINNEAPOLIS—Production manpower, selling in a buyers' market, sessions for retailers and wholesalers interspersed with numerous social events will be highlights of the Associated Bakers of Minnesota convention May 9-10.

The convention will be at the Radisson Hotel, Minneapolis.

Speakers and their topics on the afternoon of the opening day will include: Lewis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman of the American Institute of Baking, "Abuses in the Baking Industry"; Howard Hunter, AIB president, "The AIB and the Baking Industry"; Rex Paxton, Sutherland Paper Co., "Selling in a Buyers' Market," and William Boyer, head of a Minneapolis automobile company and leader of a campaign to bring major league baseball to the Twin Cities area, will speak on progress made so far.

Features of the afternoon program May 10 will be talks by Ray Thelen, Pillsbury Mills, Inc., on "Production Manpower Development"; Joe Becker, Swift & Co., and Arthur Hoffman, Foster Refrigerator Corp., "Latest in Deep Freeze"; Joseph R. Kingman, Jr., director, Dunwoody Industrial Institute, "Dunwoody and Its Baking School"; Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis, representing the Associated Retail Bakers of America, "ARBA and the Baking Industry"; and a panel discussion moderated by Ralph Gaylord, General Mills, Inc., with members of the Northwestern Production Men's Club participating.

Registration will begin at 9 a.m. May 9, to be followed by a wholesale bakers' session in the morning. At noon, George J. Emrich, Emrich Baking Co., will preside at the bakers' luncheon, and the allied trades' luncheon will be followed by a talk by Clifford Bailey, captain in charge of the Minneapolis crime prevention bureau.

The morning of May 10 will be devoted to a session on cake decorating and at the noon baker-allied luncheon the guest speaker will be Billy Murphy, backfield coach of the University of Minnesota football team. A luncheon and entertainment for women guests is planned for Donaldson's Tea Rooms.

The annual banquet will be on the evening of May 9.

On the evening of May 10 the annual Hoo-Pee-Par-TEE will be staged, to be followed by dancing and refreshments. These features, as well as the social hour on the evening of May 9 are provided by the Minnesota Allied Trades of the Baking Industry.

—BREAD IS THE STAFF OF LIFE—

Arthur Poppe Heads Wisconsin Production Men

MILWAUKEE—Arthur Poppe, superintendent of Merchants Wholesale Bakery, Marquette, Mich., was elected president of the Wisconsin Production Men's Club at the annual meeting April 11, held at the Halfway House, Milwaukee. He succeeds Eric Milisch, Jaeger Baking Co., Milwaukee, Wis.

Other officers elected were August Bethke, production superintendent, Jaeger Baking Co., and Joseph Johnston, head of L.S.P. Bakery, Sheboygan Falls, Wis., vice president; M. A. Lee, bakery sales, Milwaukee, Procter & Gamble, secretary, and Jack Guess, superintendent, Kohn's Bakery, Milwaukee, treasurer.

More, Better Merchandising Needed in Baking Industry, Rocky Mountain Bakers Told

COLORADO SPRINGS, COLO.—Better bakeries and constant improvement in the quality of bakery products have made it possible for the baking industry to offer the general public the best of products. More and better merchandising is needed, however, to make the consumers of food products aware of the fact, it was stressed at the 29th annual convention of the Rocky Mountain Bakers Assn. held in the Broadmoor hotel here April 21-24.

The business sessions of the convention opened Saturday morning with the Early Birds' Breakfast held in the main dining room of the hotel. L. J. Todhunter, L. J. Todhunter Co., Denver, was master of ceremonies. The speaker was Everett Conover, Colorado Springs automobile dealer.

"Triggering Your Imagination" was the subject of his talk, in which he said, "that while this country leads all others in industrial production and in other fields it isn't because we are smarter, work harder, for we don't." Successful men here use their imagination and in so doing solve problems that mean more production quicker and at less cost. "We are continually firing questions at our brain and that process brings results," he said.

Eddie Gonzales, Sr., Miller Super Markets, Denver, association president, opened the convention with a short talk in which he stated that members of the association had enjoyed a good business year and it was his hope that 1955 would bring continued increases in sales.

Merrill Maughan, executive secretary of the Folding Paper Box Association of America, in a talk on "Standardization of Packaging Helps Everybody," said that the No. 1 directive for greater profits is to rid the public mind of the erroneous idea that bakery goods are fattening—or any more fattening than a lot of other foods. He urged the members of the Rocky Mountain association to do what they can with the public relations and advertising budget at hand to adopt the new concept of reducing—not to "cut out" foods, but to keep all for the sake of variety and merely "cut down."

Mr. Maughan recommended that the bakery industry cut down the number of their packages, and simplify them. He quoted a recent survey which disclosed that one package manufacturer last year made 732 different sizes of packages for hamburger buns and wiener rolls alone. The organization to which he belongs recommends that they be cut down to not over 34.

The many, many packages of different sizes tend to give the bakery department in super markets and other food outlets a messy look. If the baking industry doesn't do something about it, the grocer is likely to do it by cutting down on the number of bakeries from which he buys his bakery products, he said.

John M. Tindall, New York City, executive director, Wax Paper Merchandising Council, spoke on advertising and its part in merchandising of bakery goods. "Today," he said, "a big percent of all food items are sold in large super markets and independent grocery stores. There are no salesmen at the point of sale—

only the salesmanship that has been offered in newspaper and magazine advertisements and arrangements of the products in the store. A large percentage of the customers have been 'sold' on a certain food item or items before they even enter the store to make a purchase. It is, therefore, up to the baking industry to see that their products are given equal space in advertising media and that it is the right kind of publicity."

He advocated working with the grocer in the case of bread and help him sell items that go with bread. The general public, he said, is not interested in bread alone—it is the items that go with it that build sales. He also, with charts, showed the value of the right kind of color harmony in merchandising bakery products.

Joe Tobin, Western Waxed Paper Co., Denver, was session chairman.

Officers Re-elected

Officers of the association were re-elected for another year: Eddie Gonzales, Sr., Miller Super Markets, president; Richard Knight, Macklem Baking Co., first vice president; Andrew Keheler, Bender Bakery, second vice president; Fred Linsenmaier, Linsenmaier's Bakery Service, secretary-treasurer, all of Denver.

On the board of governors, members elected for a term of two years, are: Eddie Gonzales, Sr.; Andrew Keheler; Fred Kaeding, Mayflower Doughnut Corp., Denver; C. J. Downing, Old Homestead Bread Co., Denver; Gus Kesselring, Gus' Bakery, Denver; Don Fisher, Fisher Baking Co., Salt Lake City, Utah; Gene Sneesby, Wigwam Bakery, Casper, Wyo.; Ivan Schuster, Schuster's Bakery, Pueblo; James Holmes, Jr., Western Bakery Supply Co., Denver; Rush Harris, Colorado Milling & Elevator Co., Denver; Stan Self, Standard Brands, Denver; Harold Carpenter, Interstate Brokerage Co., Denver.

Hold-over board members: Richard Knight, Denver; Sam Boscoe, Star Bakery, Denver; Don Blanchard, Mrs. Hurd's Bakery, Denver; Fred Voss, Voss Bros. Bakery, Denver; Charles Love, Rhodes Ranch Egg Co., Denver; Harry Liggitt, Rust Sales Co., Denver; Garland Long, Rainbo Bakers, Inc., Pueblo, Colo.; Charles Kendall, Marx Baking Co., Lamar, Colo.; Vick Colony, Vick's Bakery, Grand Junction, Colo.; Joe Piz, Mothers Home Bakery, Denver; Joseph Tobin, Western Waxed Paper Co., Denver;

Robert Lines, Anheuser-Busch Co. Inc., Denver.

Governors at Large: Arthur Vos, Jr., Macklem Baking Co., Denver; L. J. Todhunter, L. J. Todhunter Co., Denver; Carl Eberhart, Home Bakery, Laramie, Wyo.; Harold Hurd, Mrs. Hurd's Bakery, Denver; James Holmes, Sr., Western Bakery Supply, Denver; Orril Newcomb, Newcomb's Bakery, Denver; Tim Campbell, Sally Ann Baking Co., Grand Junction, Colo.; Fritz Micklich, Dutch Maid Bakery, Scottsbluff, Neb.; Al Cesario, Cesario's Bakery, Trinidad, Colo.; Vern Dahl, Denver Flour Mills, Denver.

Honorary Life Members: Glenn L. Swain, Old Homestead Bread Co., Denver.

The annual dinner-dance was held Saturday night. At that time it was announced that James Holmes, Jr., Western Bakers Supply Co., Denver, had won the Glenn Swain Trophy for the second year in a row and needed only one more win to gain permanent possession. The annual Rocky Mountain golf tournament was held on Friday of the convention program.

The Sunday morning session, and the final session of the convention, was planned for the retail baker. The session chairman was Don Blanchard, Mrs. Hurd's Bakery, Denver. "New Use of Egg Products in the Bakery" was the subject handled by Cyril Hartman, treasurer, Egg Solids Council, Institute of America Poultry Industries, Chicago. He told of the hard row the egg solids people had had to hoe since the unfavorable publicity during the use of egg solids in any way but the right way during World War II. The present egg solids industry has been born "out of the bad order" during the war, he said, and with improved methods has shown a steady growth. "It will not be in our lifetime, however," he said, "when egg solids will replace frozen eggs in the commercial bakeries of this country. There are some bakeries making use of the products, but the big majority have not as yet even tried out the product. The egg solid product should be studied on a comparative cost basis, quality of product and whether it is a time and labor saver," he said.

The Egg Solids Council's sound film—"The Inside Story of Egg Solids," was shown and featured the making of cakes in the home with the use of cake mixes in which egg solids are used. The bakers present expressed themselves as firm in their conviction that the cakes made in their bakeries are far superior to the cake mix products.

A cake demonstration was featured with Jack Snyder, Snyder's Bakery Service, Oakland, Cal., in charge. The sweet goods demonstration was in charge of Frank Schafer, Standard Brands, Inc., Kansas City.

A bakery display featuring all

types of bakery goods from all sections of the country—Chicago, St. Louis, Los Angeles, cities of Texas, Rocky Mountain states and others was a part of the Sunday morning program. This gave the delegates a chance to see what bakers in other parts of the country are doing in the way of bakery production. One display showed cakes made from cake mixes.

The attendance showed that the bakers outnumbered the allied tradesmen about a 55 to 45% figure—a good record for the Rocky Mountain association bakers.

At luncheon during the noon hour the delegates and their ladies heard an address by the noted Dr. Kenneth McFarland, educational consultant and lecturer of General Motors Corp. Robert McIlvaine, Rainbo Bread Co., Denver, was the master of ceremonies.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Appointment For J. B. Thompson

MINNEAPOLIS—Jerome B. Thompson joined the research and development department of Pillsbury Mills, Inc., effective May 1. He has been appointed assistant director of the bakery mix laboratories in Springfield, Ill., under A. F. Borer, director.

Mr. Thompson is a graduate of Kansas University and has done graduate work in the cereal field at both the University of Illinois and the University of Minnesota. For the past five years he has been in charge of research for the C. J. Patterson Company in Kansas City.

—BREAD IS THE STAFF OF LIFE—

Census Bureau Sets Up Packaging Survey

WASHINGTON—A new monthly industrial survey covering manufacturers' shipments of converted flexible packaging products was announced recently by the Bureau of the Census, U.S. Department of Commerce. The survey is sponsored jointly by the National Flexible Packaging Assn. of Cleveland, representing the industry, and the Business and Defense Services Administration of the Department of Commerce.

Initial reports from manufacturing establishments will cover information beginning with January of this year. The survey will be conducted by mail.

—BREAD IS THE STAFF OF LIFE—

Cincinnati Bakery Plans \$400,000 Construction

CINCINNATI—Gilt Edge Bakery Products, Inc., has contracted to lease a new plant to be built in suburban Woodlawn at a cost of \$400,000. The plant will contain about 700,000 sq. ft. of floor space. Occupancy is scheduled for Aug. 1.

The firm, which began operations in 1932, now occupies 28,000 sq. ft. of floor space at 8100 Reading Road. Its principal products are a general line of cookies under the Patsy Ann label. Numerous new related lines will be added in the new plant, company officials said.

—BREAD IS THE STAFF OF LIFE—

WAGE INCREASE

DAYTON, OHIO—A wage increase of \$9.50 a week—\$5.50 of it now and the other \$4 next March—is provided for some 90 bakery truck drivers in Dayton. They are members of the Driver, Salesmen, Dairy Employees and Helpers Local 176, AFL. The new contract was signed with three bakeries: Wonder Bakeries Co., Dolly Madison Cake and Certified Bakery.



ROCKY MOUNTAIN OFFICERS—Several of the officers of the Rocky Mountain Bakers Assn. are shown above during the recent convention of the group in Colorado Springs, Colo. Left to right are: Eddie Gonzales, Sr., Miller Super Markets, president; Fred Linsenmaier, Linsenmaier's Bakery Service, secretary-treasurer; Gus Kesselring, Gus' Bakery, board member, and C. J. Downing, Old Homestead Bread Co., program chairman, all of Denver.



GUMPERT DEMONSTRATION—The demonstration line-up at a recent meeting of the Master Bakers Assn. of Nassau & Suffolk (N.Y.) Counties, Inc., is shown above. Representatives of the S. Gumpert Co., Inc., Jersey City, N.J., and association officers standing behind the display of bakery products are (left to right): Stanley Henken, Long Island sales representative, S. Gumpert Co., Inc.; John J. Selig, Holiday Bakers, Inc., second vice president and membership chairman; Philip Weismantel, Weismantel's Bakery, first vice president; August Riesterer, Riesterer's Bakery, president; Jules Friedel, sales manager of S. Gumpert Co., Inc.; and Joseph Goodman, Goodman's Bakery, secretary.

New York Bakers' Group Boosts Membership 35%

LINDENHURST, N.Y.—The March 9 meeting of the Master Bakers Association of Nassau & Suffolk (N.Y.) Counties, Inc., was held here at the Narragansett Inn. One hundred were in attendance.

The membership chairman, John J. Selig, Holiday Bakers, Freeport, reported that membership in the association has increased 35% at the last two monthly meetings. Twenty-three new members have been acquired since the start of the group's drive for additional membership.

"This shows what can be accomplished when a determined effort is made to build a strong, active local organization," Mr. Selig said.

Jules Friedel, sales manager of S. Gumpert Co., Inc., Jersey City, N.J., stressed sales promotion and window displays in his talk on profit making ideas and products of smaller type which would appeal to the average family. An interesting demonstration featuring a display of baked goods was presented by Gumpert's.

Fifteen door prizes contributed by allied firms were distributed at the dinner meeting.

Edgar Corneau Named

BOSTON — Edgar Corneau, vice president, Delorge Baking Co., Biddeford, Maine, was recently appointed by the board of governors of the New

England Bakers Assn. to serve the balance of the term of George Stoeber. The resignation of Mr. Stoeber, which was occasioned by a business change from the Delorge Baking Co. to the American Bakers Cooperative, Inc., was recently accepted.

New Jersey Bakers' Group to Name Officers

NEW BRUNSWICK, N.J.—A special "Future Bakers of America" program was featured at the May 1 anniversary dinner dance of the North Central Jersey Association of Bakery Owners. The event was held at the Pines Restaurant, Metuchen, N.J.

A highlight of the program was the presentation of a scholarship award to Edward Pleskin, an employee of Gold Crest Bakery, South Amboy. Edward Patton, New Jersey secretary of state, presented the award.

The group viewed the Associated Retail Bakers of America film, "The Miami Beach Story" at the April 12 meeting. It was announced that necessary equipment has been purchased for the bakers' school at Woodbridge (N.J.) Vocational School and the school will be ready for adult education in the fall. New members elected were Joseph Wisniewski, Perth Amboy; Joseph Scazzero, Long Branch, and C. G. Winans, Newark.

The next meeting is scheduled for May 10 at the Howard Johnson's Restaurant in Woodbridge.



BROLITE BANQUET—This group gathered during the Brolite Company's annual banquet held each year in conjunction with the convention of the American Society of Bakery Engineers, at the Edgewater Beach Hotel in Chicago. Although Brolite's entire sales organization was not present, all six of the company's regional divisions were well represented. A general sales meeting was held the following day to review new product developments.

SBA CONVENTION

(Continued from page 16)

Assn. on being the first industry group to get such a course under way.

"The classroom of tomorrow for these graduates is the bakery," Dr. Rovetta said. "You must work with these new citizens to help them meet the problems of adulthood . . . you can no longer be only a boss, you must be a teacher as well."

Jack Lanum, Anheuser-Busch, Inc., Atlanta, presented Mr. Epps with a gift for his service as president last year.

The championship gymnastic and acrobatic teams of the Florida State University presented their unusual "Gymkana" as a prelude to the dancing which ended the convention.

The Boca Raton, on the east coast of Florida, was chosen as the site of the 1956 convention of the association, scheduled for April 12-15.

BREAD IS THE STAFF OF LIFE

Interstate Bakeries Sales Official Dies

LOS ANGELES—R. Dale Weber, Jr., 42, of Los Angeles, died April 6 in the Highland-Alameda County Hospital in Oakland, Cal., as a result of injuries sustained in an automobile accident in Oakland March 31. Mr. Weber, son of Mr. and Mrs. R. Dale Weber, Sr., also of Los Angeles, was divisional sales manager for Interstate Bakeries Corp. R. Dale Weber, Sr., is vice president for Interstate Bakeries Corp. and founder of Weber Baking Co. in Los Angeles.

Mr. Weber was born in Los Angeles and was an alumnus of Los Angeles High School, Redlands, and Stanford Universities.

Mr. Weber had been with Interstate Bakeries Corp. for 18 years and held positions as manager of the San Bernardino, San Diego and Glendale plants prior to being appointed divisional sales manager in 1951.

N. W. Production Men Hear Pre-Packaging Talk

MINNEAPOLIS—The success of pre-packaging bakery products for self-service counters in super markets was outlined by John C. Theim, KT Brokerage Co., Minneapolis, at the April meeting of the Northwestern Production Men's Club in Minneapolis.

Mr. Theim, whose firm has pioneered in this method of merchandising in the Minneapolis-St. Paul area, said about two dozen outlets are using this type of bakery goods service.

Bakery products are delivered to the outlet where a few helpers pre-package the goods in cellophane and put them on display on a self-service counter. Packages are replenished as needed. Mr. Theim said that in addition to labor, the only other cost factors are cellophane, a type of grease-proof tray for certain products and a heat sealer to seal the cellophane package. He said that all difficulties encountered with this type of merchandising, even that of packaging glazed doughnuts, have been solved satisfactorily.

A turnout of 100 members was on hand to enjoy the dinner at the Hasty Tasty and to hear Mr. Theim speak. The May meeting was announced as a question and answer session, with three retail bakers and three wholesalers being designated to constitute a panel.

A report on current membership, given by George Ruud, S. Gumpert Co., Inc., Minneapolis, indicated that 225 persons belong to the group. Of these 114 are bakers, 54 allied tradesmen, 26 technicians and 31 special.

STANDARD BRANDS DIVIDENDS

NEW YORK—At a meeting of the board of directors of Standard Brands, Inc., on April 28, a quarterly dividend of 50¢ share was declared on common stock, payable June 15, to stockholders of record on May 16. The quarterly dividend of 87½¢ share was declared on the preferred stock.

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Splurge in the Florida Sun

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UNBELIEVABLE
—But True!
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6 NIGHTS

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BROADRIPPLE HOTEL

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After all!

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WINGOLD WINGOLD

WHEAT FLOURS RYE FLOURS

BOTH ARE THE CHOICE OF SUCCESSFUL BAKERS—
BECAUSE THEY PRODUCE EXCELLENT RESULTS,
SATISFIED CUSTOMERS AND INCREASED PROFITS

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high altitude spring wheat—plus
four generations of milling experi-
ence—plus a modern mill—result
in TRISCO flour—for bakers who
want a mellow-type flour of su-
perior quality.

TRI-STATE MILLING CO. Rapid City, S. Dak.

CONVENTION CALENDAR

May 9-10—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 10-11—Iowa Bakers Assn.; Savory Hotel, Des Moines; Sec., Norman X. Swenson, 113 So. Court St., Ottumwa, Iowa.

May 14—Utah Retail Bakers Assn.; Newhouse Hotel, Salt Lake City; Sec., B. L. Bushman, P.O. Box 2070, Salt Lake City, Utah.

May 15-19—American Association of Cereal Chemists; Chase Hotel, St. Louis, Mo.; Sec., Clint Brooke, Merck & Co., Rahway, N.J.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 7-8—National Council of the Baking Industry, Western Section; Macdonald Hotel, Edmonton, Alberta, Canada; Sec., Room 202, 1606 Centre St., N., Calgary, Alberta, Canada.

June 11-14—New England Bakers Assn.; Equinox House, Manchester, Vt.; Sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 11-13—Bakers Assn. of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N. C.

June 15-18—Bakery Equipment Manufacturers Assn.; Broadmoor Hotel, Colorado Springs, Colo.; Sec., Raymond J. Walter, 511 Fifth Ave., New York, N.Y.

June 20-22—Potomac States Bakers Assn., the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 17-20—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 11-12—Virginia Bakers Council, Inc.; Natural Bridge, Va.; Sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Sept. 11-13—Wisconsin Bakers Assn.; Plankinton Hotel, Milwaukee,

Wis.; Sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee, Wis.

Sept. 20-21—Nebraska Bakers Assn.; Paxton Hotel, Omaha; Sec., L. F. O'Konski, 1806 Chicago, Omaha, Neb.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Natl. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Phillip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

Oct. 23-25—National Pretzel Bakers Institute; Shoreham Hotel, Washington, D.C.; Sec., Alex V. Tisdale, Star Route, Pottstown, Pa.

Oct. 29-31—New Jersey Bakers Board of Trade; Hotel Berkeley-Carteret, Asbury Park; Sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Nov. 13-15—New England Bakers Assn.; Hotel Statler, Boston, Mass.; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1956

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

—BREAD IS THE STAFF OF LIFE—

Louis Wiedeman, Sr., Heads Cincinnati Bakers' Group

CINCINNATI — Louis A. Wiedeman, Sr., of the Wiedeman Pastry Shop, Ft. Thomas, is the new president of the Greater Cincinnati Retail Bakers Assn.

Other new officers are Ivan Perkins, Silverton, vice president; Godfrey Elsaesser, Covington, secretary; Peter Ginzinger, Cincinnati, treasurer. Trustees include Reinhard Fickensher, Al Kuechlin, Anthony Manyet, Ed Oltman, Charles Petty and Byron Rupp. Gordon Nash is past president, and Henry Niehaus is the allied trades representative.

Vacation —
as you like it
MIAMI BEACH

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- 100% Central Air Conditioned
- Central Heating
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- Near Golf Range and Children's Playground

Write for Brochure and Rates.

Fountainhead
MOTEL

Directly on the Ocean at 160th St.

BREAD IN THE SUPERMARKET PROFIT PICTURE

(Continued from page 10)

stores in that order, according to the report.

Bread and bakery soft goods earned \$2.91 gross profit per sq. ft. of floor space occupied in comparison to the \$2.23 gross profit average earned by all 323 product groups.

Gross profit on crackers and cookies averaged 23.5%. Sales of these items were said by the study to be 2.16% of the total sales. Penny profit per package sold was 7.1¢, according to the study. Gross profit per sq. ft. was said to be \$1.58.

Flour and flour mixes as a group earned 4.4¢ gross profit per package sold, which is the same figure specified in the study for bread. As separate items, however, the penny profit ranged from 2¢ to 7¢ per package sold.

Family flour and pie crust mixes were low on the scale at 2¢ each. Muffin, waffle and biscuit mixes were highest at 7¢ per package sold. The figure given in the report for cake and cookie mixes was 5.8¢, for pancake mix 4.8¢ and for cake flour 3.7¢.

The gross profit on sales of items in the flour and flour mix group averaged 12.9%, according to the report. Family flour had the lowest margin figure at 5.4%. Cake and cookie mixes were 14.9%; muffin, waffle and biscuit mixes 22.2%; pancake mix 18.8%; pie crust mixes 12.8%; and cake flour 9.1%. Sales of the flour and flour mix group constituted 1.48% of total sales.

Flour and flour mixes occupied 15% of total floor space in the stores and contributed 1.5% of the total dollar sales done by all product

groups. The gross profit earned by the flour and flour mix group was 1% of the total dollar gross profit realized on all product groups, the report said.

Unit sales per store per week for the entire group totaled 1,958. Cake and cookie mixes amounted to 797 units, family flour 548, pancake mix 118, pie crust mix 181, cake flour 44, and muffin, waffle and biscuit mixes 270.

Muffin, waffle and biscuit mixes as a group earned the highest gross profit per sq. ft. occupied. The report gave an amount of \$4.61. lowest was family flour at 64¢ and cake flour at 67¢. Gross profit per sq. ft. for cake and cookie mixes was \$1.97, pancake mix \$1.02 and pie crust mixes 89¢. The entire flour and flour mix group earned \$1.54 gross profit per sq. ft.

The study was made by the Progressive Grocer in five Foodtown Super Markets located in industrial, city residential and suburban locations in the Greater Cleveland area. It took place during the period from April 5 to July 3, 1954. The report said this period "is considered to be a more normal period than any of the other quarters of the year."

The statistics were said to be based on an analysis of more than \$2.9 million total sales. The average customer purchase during this period was \$6.83, the report stated.

The "average" customer spent 2.67% of the "super market dollar" for bread and bakery soft goods. Crackers and cookies netted 2.16% and flour and flour mixes took in 1.48%, the report said.

Be Proud of Your Job,
as We Are of Ours, for

"Bread is the
Staff of Life"



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on LA GRANGE
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

SPRING WHEAT FLOURS

RED WING SPECIAL
BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

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RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

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MELPHERSON, KANSAS

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL - ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

SHORTAGE OF BAKERS

(Continued from page 11)

report claims, were looked on as "inferior" occupations.

Other factors contributing to the problem were that vocational training does not give students economic advantage over unskilled labor, less than 1,000 graduates each year are equipped with the kind of training useful in the hotel and restaurant industry as opposed to the yearly requirement of 18,000 replacements and the general lack of cooperative educational arrangements, apprenticeship programs and similar arrangements that have made vocational education successful in preparing people for other trades.

Eight or ten schools in the U.S. were indicated as doing an outstanding job. The work of these schools, the report claims, has been hampered by the general apathy of the hotel and restaurant industry. Each of the schools has set its own standards and made its own curriculum, the report said, and while these standards are generally high and the curriculums sound, the survey found that no curriculum yet exists that aims at the over-all need of the hotel industry.

In order to attract able young people to enter the occupation the survey recommended that vocational schools offer high-level training, establish effective working relation-

ships between such schools and businesses in the locality in which the schools operate and making certain such training gives graduates economic advantage over unskilled labor on his first job.

If food service industries, hotels and restaurants present an organized approach and demonstrate the need for vocational training for cooks and bakers, the report said that school boards will respond as they have for other industries. The eight or ten outstanding schools in the country could serve as models for setting up new schools, the report added.

The report presented a detailed plan to the hotel and restaurant industry, including projects which may take five years to complete. The plan contains twelve projects, including organization of an "Inter-industry Committee," curriculum development, establishment or upgrading of training in 20 to 30 key centers throughout the country, development of a basic cookbook, preparation of on-the-job training manual and establishing facilities for training instructors.

The study on the shortage of cooks and bakers is the first major research project conducted by the Statler Foundation.

—BREAD IS THE STAFF OF LIFE—

New York Production Club Ups Membership

NEW YORK — Ten new members were accepted at the Metropolitan Bakery Production Club, Inc., April meeting held here at the George Washington Hotel.

Walter Jacobi's paper on quality, entitled "Your Customers Have the Veto Power," was read by Frank McClymer, program chairman. The paper was previously presented by Mr. Jacobi for the first time at the American Bakers Assn. convention last fall and prepared in bulletin form by the ARBA. It stressed attitude, ability to accept criticism, use of only finest of ingredients and constant production of uniformly good baked products.

Arthur Hackett, first vice president of ASBE and former president of the New York production group, upheld Mr. Jacobi's fundamental principles, but emphasized the fact that wholesale bakers strive for the same perfection also.

A film of the club's outings from 1941 to 1951, taken and presented to the club by Eugene B. Nicolait, was shown at the meeting.

The next meeting has been scheduled for May 2. Speaker will be George Graf, general manager of the Quality Bakers of America Cooperative, Inc., who will have as his theme "How Do You Measure Up?"

Higher Net Reported By C. J. Patterson Co.

KANSAS CITY—The C. J. Patterson Co. announced at Kansas City, that sales and profits for the year ending Jan. 29 had increased. Part of the 11% increase in sales reported came from the acquisition of an additional retail bakery at Phoenix, Ariz. This has increased to 11 the number of bakeries operated by the firm in nine states. Of the 11, eight are operated as wholesale bakeries and the others service the customers on a house-to-house basis.

Sales and service fees (the company provides technical and managerial service for bakeries) totaled \$14,305,263, up from \$12,933,557 in the previous fiscal year. Net income for the year was \$233,209, equal to 49¢ a common share, compared with \$125,256 or 31¢ a share.

C. J. Patterson, chairman of the board of directors, said that in the settlement of the strikes in Kansas City, Kansas, and Springfield, Mo., selling prices were raised somewhat to cover higher wages granted and the subsequent increase in ingredient costs. The operating efficiencies, combined with the increased price level, effected a net improvement in the results of bakery operations, Mr. Patterson explained.

Capital expenditures for the year totaled \$370,000 and in the main represented normal replacements of equipment and trucks. Depreciation charges for the year were \$381,000. The book value of the common stock increased from \$4.94 the previous year to \$5.32 share for the fiscal year ending Jan. 29.

—BREAD IS THE STAFF OF LIFE—

South Carolina Bakers Council Elects Officers

COLUMBIA, S.C.—T. L. Pickett, Columbia (S.C.) Baking Co., has been elected president of the South Carolina Bakers Council, Inc., for a one-year term. The group held its election meeting recently at the Columbia Hotel here.

Other officers elected were Lee Nason, Colonial Baking Co., Augusta, Ga., vice president, and J. E. Swan, Jr., Claussen's Bakeries, Columbia, treasurer.

Named directors were O. L. Gross, American Bakeries Co., Florence, S.C.; R. H. Jennings III, Palmetto Baking Co., Orangeburg, S.C.; W. J. Carroll, Jr., Holsum Baking Co., Gastonia, N.C., and Floyd Bost, Bost Bakery, Shelby, N.C. Harlan B. Stout, Columbia, was reappointed executive secretary.

—BREAD IS THE STAFF OF LIFE—

Charity Organization Honors Bakery Officials

NEW YORK — Leonard Miller, Miller Bakeries Corp., and Milton Tyor, Wheatality Baking Corp., were honored at a testimonial dinner held at the Hotel Sheraton-Astor here on May 3. The testimonial was given by the Bakers, Flour and Allied Trades division of the United Jewish Appeal of Greater New York.

Mr. Miller and Mr. Tyor were honored for their devotion of time and talent to a large number of humanitarian activities, and because of their combining the zeal and leadership in commercial activities also in philanthropic endeavors.

Guest speaker was Pierre Van Paassen, world famous roving reporter and author of several best sellers, including "Days of Our Years."

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALESMAN WANTED WITH FOLLOWING to sell bakery supplies. A few choice territories open. Liberal commission basis. H. Hexter & Son, 18103 Roseland Rd., Cleveland 12, Ohio.

BAKERS — EXCELLENT OPPORTUNITY with fast growing company for bakers experienced in wholesale and retail baking. Desirable to have had formal training at recognized baking trade school. Prefer men who are under 40 with aptitude for sales. Send full resume to: H. F. S., Personnel Dept., Pillsbury Mills, Inc., Minneapolis 2, Minn.

MACHINERY FOR SALE

BAKER PERKINS BREAD DOUGH MIXER, type No. 375—capacity 400 lb. If interested, write or wire Colonial Baking Co., Post Office Box 1236, Nashville, Tenn.

FOR SALE — DAY COOKIE DROPPER. Wire cut. High speed with dies and pans. Very reasonable. Patsy Ann Cookie Co., Blue Island, Ill.

FOR SALE—TWO BAKERY CASES—ONE 4' counter type show case—one 6' display case. Modern. Used less than one year. \$300 f.o.b. Inquire Occupant, 707½ W. Main, New Haven, Ind.

SIX FT. DIAMETER STEEL RACKING OR sorting table, heavy construction, practically new, motor driven, at a very substantial saving. Star Bakery, 2744 W. Colfax, Denver 4, Colo.

BAKERIES FOR SALE

FOR SALE — MODERN RETAIL STORE and bakery; center of established shopping district, established 14 years; \$70,000 sales yearly; golden opportunity. Will finance to qualified, experienced individual. Owner hospitalized. Write: Mrs. L. Nalene, 5147 Front St., Cuyahoga Falls, Ohio.

BUSINESS OPPORTUNITIES

RETAIL — ESTABLISHED BUSINESS — Owner retiring. Good equipment, cost \$10,000. Sacrifice for \$4,000, plus small inventory. Price less than one year's net profit. Wonderful opportunity, in good location. C. E. Griffith, 412 West 3rd St., Tulsa, Okla.

BAKERY WANTED

BAKERIES WANTED—WE HAVE BUYERS for all types of bakeries. Mail us your listings or inquiries. Murray Bloom, 26 Court St., Brooklyn, N. Y.

MISCELLANEOUS

BERLING'S BAKING & DECORATING School—Butter cream, candy, chocolate, marzipan, cocoa painting, gum paste, caramel. 1465 Third Ave., New York, N. Y. Regent 4-5475. Evening classes.

Materials Handling Show Scheduled for May 16-20

CHICAGO—Materials handling and its pursuant development — automation—will be featured at the sixth National Materials Handling Exposition at the International Amphitheatre in Chicago May 16-20.

The theme of the exposition will be "The Concept of Obsolescence."

B-E-T-S®
NOW AVAILABLE IN
2 FORMS

THE ORIGINAL
BREAD ENRICHMENT
TABLETS

Contains Ferrous Sulfate, the most highly assimilable form of iron, an exclusive feature—at no extra cost.

B-E-T-S®
WITH VITAMIN D

Another first for B-E-T-S. Addition of "sunshine" Vitamin D means extra sales appeal.

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MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

FOR LIBRARIES AND COMPANIES with microfilm facilities. The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**




...sure, I can take it easy
since you've put us on 100%

DRINKWATER FLOUR

Quality ingredients make my job a snap. I *know* when the bread goes into the ovens, it will come out perfect, evenly browned loaves.


MORTEN MILLING CO., DALLAS, TEXAS

Results are better when your choice is right!

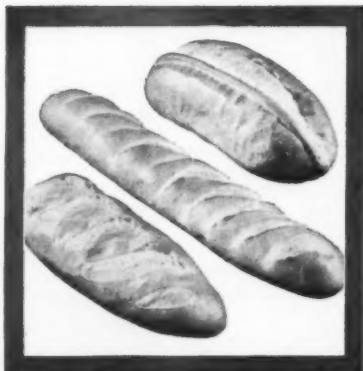


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OF A TOUGH
SAND TRAP...**

use a No. 9
iron or a
sand wedge



FOR GOLDEN BROWN, CRUSTY HEARTH BREADS,
Choose KYROL Flour!



A golfer must be sure of using the right "tools" in order to be sure of his results . . . and so must a baker. Take hearth breads, for instance. For finest results you can depend on premium high-gluten Kyrol Flour. Kyrol has exceptional fermentation tolerance and high water absorption qualities. It's especially popular in shops where Kaiser Rolls are made by hand and considerable bench tolerance is required. Like all Russell-Miller bakery flours,

Kyrol comes from specially selected wheats milled to meet your individual requirements, laboratory tested and controlled to give you outstanding results.

Your Russell-Miller representative would like to tell you about the complete line of Russell-Miller flours . . . and about the many services available to bake shops through Russell-Miller's extensive laboratory and bakery service facilities. Ask him, or write, wire or phone.

R_x FOR ALL YOUR FLOUR NEEDS . . .

Occident	Kyrol	American Beauty
Producer	Occident 100%	Bakers
Sweet Loaf	Whole Wheat	Reliable
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Sunburst	Baltic	Royal Patent
Gold Heart	American Beauty	White Spray
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RUSSELL-MILLER
Bakery Flours
MINNEAPOLIS 15, MINNESOTA



"Canvassing for a Vote" by James Caleb Bingham (1811-1879) American
Courtesy
Helson-Atkins Gallery
Kansas City,
Missouri

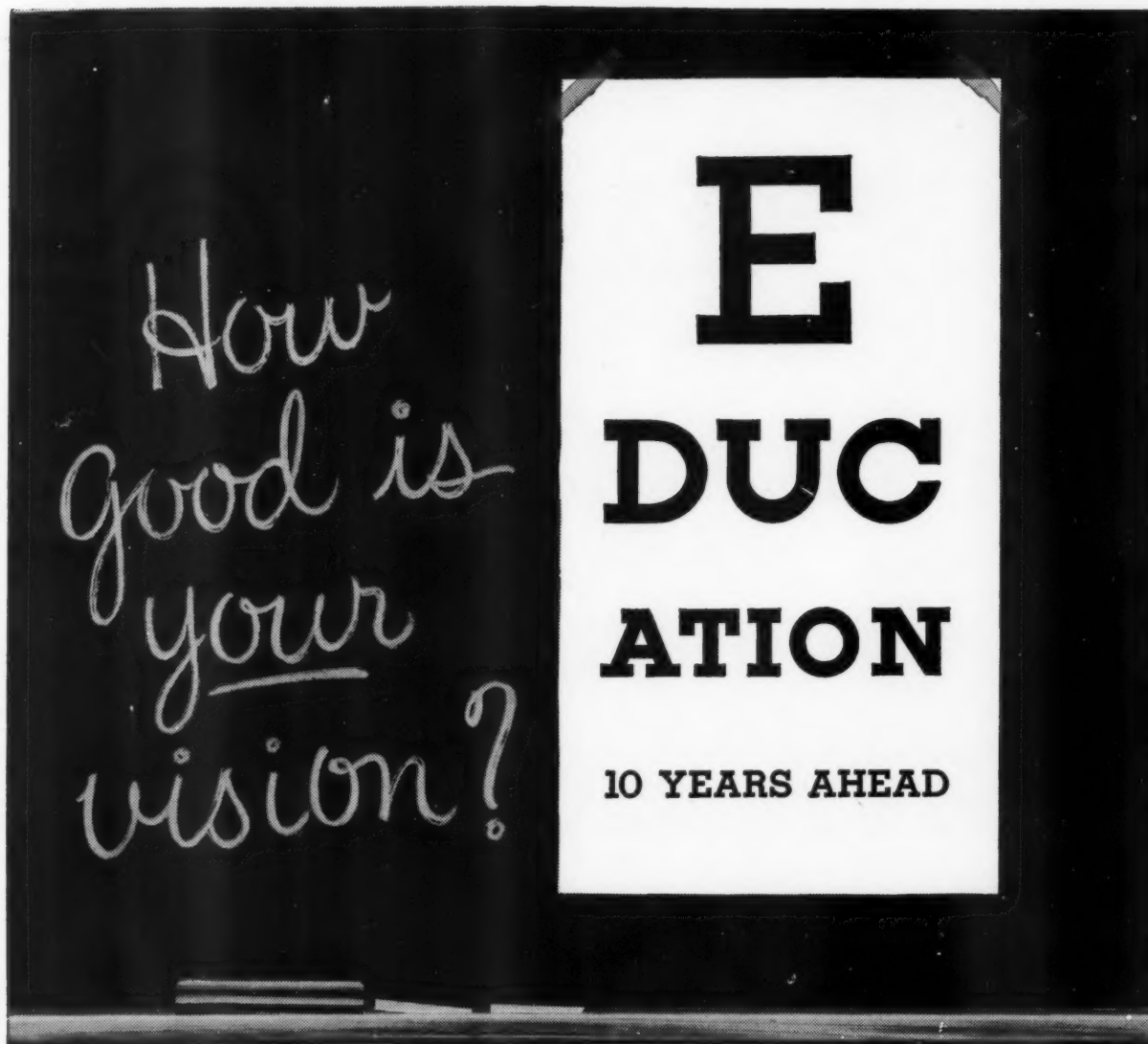
Masterpieces

of pie baking are consistently possible
only when laboratory control
makes sure that the wheat is of
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it is binned. That's why Flour Mills
of America brands are so in demand.



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EDUCATION

10 YEARS AHEAD

It's easy to see big things close at hand, but the real test of good vision is being able to see what looks small and far away.

Today, many communities clearly see the immediate problems of overcrowded schools, but only dimly perceive tomorrow, when enrollments will be even larger.

Patchwork plans and stopgap measures won't do. In our community, as in all others, we must face up to tomorrow's school problems *today*. We must have the vision, energy, and courage to plan and work *at least ten years ahead* to meet the future needs of all grades, from kindergarten through high school.

Let each of us resolve to do our full part in this effort, gladly giving the time, the taxes, and the work needed to put long-range plans into effect. It's the wise way, the thrifty way, and — in the long run — the *only* way!

Remember that better schools build better communities. For free booklet, "How Can Citizens Help Their Schools?" write Better Schools, 2 West 45th Street, New York 36, N. Y.



In cooperation with The National Citizens Commission
for the Public Schools, this advertisement is sponsored by

PILLSBURY MILLS, INC.



from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

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THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 5 billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation THE AMERICAN BAKER concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles which arouse interest in your product or service.

Continued preference for THE AMERICAN BAKER is evidenced by a high renewal subscription rate. These features provide advertisers consistently strong readership and help create preference for your product. Here's a ready-made audience of buying power receptive to your advertising message.



These Features Insure Reader Interest:

Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. Washington News — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. Tested Formulas — its technical editor brings expert advice on the baker's problems. News Spotlight — monthly baking news in a brief one-package presentation. Successful Selling — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

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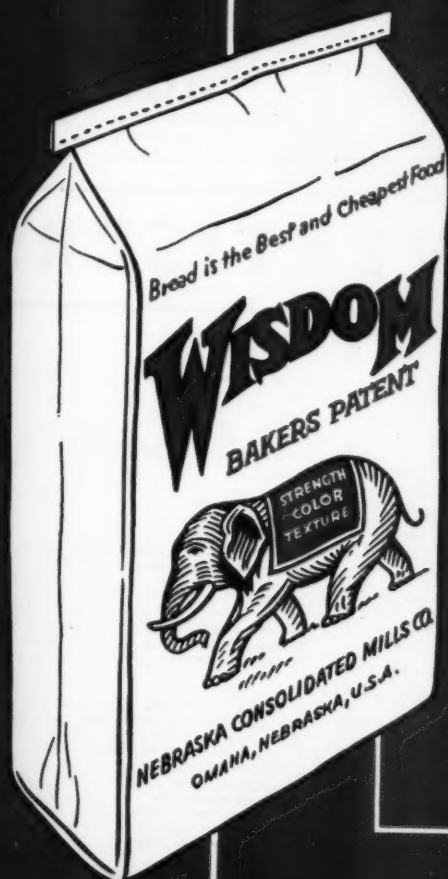
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Behind WISDOM'S reputation of Nebraska origin, high baking standards and laboratory control is another important factor—complete customer service. This service includes the fact that you can specify WISDOM Baker's Patent shipped sacked or by bulk car or truck. ASK US ABOUT OUR BULK DELIVERY PLAN.

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Consolidated Mills Co.

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NOW DELIVERING BULK FLOUR BY CAR AND TRUCK

Super Market Bakery Products Build Profits, Says Du Pont Study

More than seven out of 10 buying decisions on all bakery products in super markets are made after shoppers enter stores, according to a new survey made by the Du Pont Company's film department, Wilmington, Del.

Included in the study, "Latest Facts about Baked Food Purchases in Super Markets," are the in-store buying decision rates for white and variety breads, rolls, cakes, etc.

The study also reported that the in-store decision rate for each of these baked items (cakes, rolls, etc.), except white bread, is above the 72.4% average for them all. This should be of special interest to super markets, the study declared, since most baked products gross better than the average grocery profit margin of 17%.

According to the study, more than 17,000 super markets accounted for 48.0% of total grocery sales in 1953, or more than \$16 billion. At least 4¢ out of every dollar in this amount, authorities estimate, was spent on bakery products. This is a total of over \$644 million—or an average of more than \$36 thousand per super market.

To take advantage of this growing market, the study emphasized that point of sale—the store itself—is the most important place to influence shoppers' buying decisions in favor of bakery products. To help accomplish this, the following three point program was recommended:

(1) Bakers should develop attention-getting "self-selling" packages that stimulate appetite appeal; the package should convince shoppers of the product's value, quality, etc.

(2) Develop "selling" displays for super markets; feature tie-ins with seasonal or other promotions of related food products.

(3) Emphasize that bakery products offer higher profit margins and faster turnover.

Copies of "Latest Facts about Baked Food Purchases in Super Markets" may be obtained by writing to the Du Pont Company, Film Department, Wilmington 98, Del.

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FOR FLOUR**
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Company, Inc.**
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Durkee Holds Eight Baking Demonstrations

ELMHURST, N.Y. — Demonstrations on the latest commercial baking techniques were staged by personnel of the Elmhurst (N.Y.) division of Durkee Famous Foods in a five-week tour that covered eight eastern cities.

Tours began April 4. The demonstrations presented a wide variety of modern baking methods including the preparation of ingredients, cake decorating and the display of baked goods.

Durkee personnel conducting the bakery shows were Robert W. Wolfe,

Charles Urban and Richard T. Kopp. Demonstrations were held at Neptune, N.J.; Monroe, N.Y.; Wilkes-Barre, Pa.; Scranton, Pa.; Patchogue, L.I., N.Y.; Brookline, Mass.; Monticello, N.Y., and Baltimore, Md.

Opens Seattle Office

SEATTLE—The Specialty Papers Co., Dayton, Ohio, manufacturer of waxed and cellophane bread wrappers, has opened a branch office in Seattle, Wash., it was announced by William P. Patterson, president.

The firm has assigned David Turner to direct the sales and service activities of the new branch which

will cover Washington, Oregon, Idaho and northern California.

—BREAD IS THE STAFF OF LIFE—

SHORTAGE OF ROUTEMEN

LONDON—British bakers are complaining that door-to-door routemen are almost impossible to hire because of job competition from other fields.

WM. C. DUNCAN & CO., Inc.
Domestic and Export
Flour and Cereal
Products
280 Madison Ave. New York

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LARSEN CO.**
All **FLOUR** Grades
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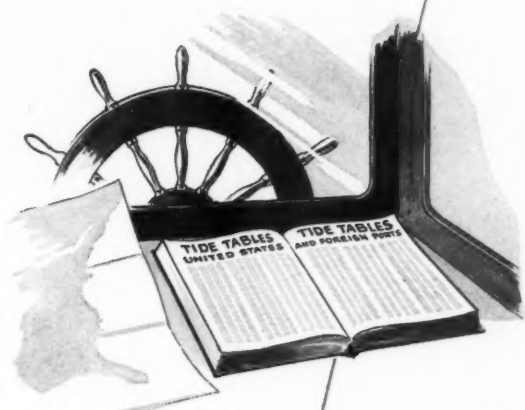
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INDEX OF ADVERTISERS

Ablene Flour Mills Co.	2	Green's Milling Co.	24	Oklahoma Flour Mills	24
Acme-Evans Co.	34	Greenbank, H. J., & Co.	60	Panipus Company	
Acme Flour Mills Co.	29	Habel, Armbruster & Larsen Co.	60	Peck Bros.	60
Amendt Milling Co.	24	Heide, Henry, Inc.		Penn, William, Flour Co.	37
American Flours, Inc.	31	Hoffmann-La Roche, Inc.		Pie-Pak, Inc.	21
Anheuser-Busch, Inc.	3	Hubbard Milling Co.	40	Pillsbury Mills, Inc.	21
Atkinson Milling Co.	39	Hunter Milling Co.	33	Preston-Shaffer Milling Co.	28
Bay State Milling Co.	50	Imbs, J. F., Mfg. Co.	29	Quaker Oats Co.	27
Beardstown Mills	22	International Milling Co.	Cover	Red Star Yeast & Products Co.	3
Bemis Bro. Bag Co.	4	Ismert-Hincke Milling Co.	25	Red Wing Milling Co.	51
Blair Milling Co.	22	Jackson, Gilbert, Co.	60	Reilly, John P.	24
Blake, J. H.	34	Jaeger, Frank, Milling Co.	30	Ronanoke City Mills	26
Blodgett, Frank H., Inc.	27	Jennison, W. J., Co.	34	Rodney Milling Co.	24
Brey & Sharpless	27	Johnson-Herbert & Co.		Runciman Milling Co.	24
Brolite Co.	37	Kansas Milling Co.	32	Russell-Miller Milling Co.	24
Brown's Hungarian Corp.	37	Kelly-Erickson Co.	60	Russell Milling Co.	27
Buhler Mill & Elevator Co.	28	Kelly, William, Milling Co.	7	St. Cloud Milling Co.	22
Burke, E. J., & Co.	60	King Midas Flour Mills	57	Sheridan Flouring Mills, Inc.	33
Cahokia Flour Co.		King Milling Co.	30	Short, J. R., Milling Co.	24
California Raisin Advisory Board	51	King Midas Flour Mills	57	Smith, J. Allen, & Co., Inc.	33
Centennial Flouring Mills Co.	60	King Midas Flour Mills	57	Springfield Milling Corp.	24
Chase Bag Co.	23	Knappen Milling Co.	33	Standard Brands .. Preceding Page 21	
Coleman, David, Inc.	23	Knights, Samuel, & Sons, Inc.	60	Standard Milling Co.	Cover
Colorado Milling & Elevator Co.	8	Koerner, John M., & Co.	60	Star of the West Milling Co.	28
Commander-Larabee Milling Co.	51	La Grange Mills	51	Sterwin Chemicals Inc.	30
Consolidated Flour Mills Co.	51	Lexington Mill & Elevator Co.	30	Stock, F. W., & Sons, Inc.	28
Crete Mills, The		Lyon & Greenleaf Co., Inc.	27	Strick, A. R., Co.	
De Lisser, Andrew	60	Mennel Milling Co.		Sun Maid Raisin Growers	
Desendorf, Inc.	28	Merck & Co., Inc.	38	Tennant & Hoyt Co.	34
De Stefane, Ulysses	26	Midland Flour Milling Co.	24	The Northwestern Miller	35, 52
Doughnut Corporation of America	28	Miner-Hillard Milling Co.	24	Thompson Flour Products, Inc.	60
Duluth Universal Milling Co.	28	Mitchell, E. P., Co.	29	Tri State Milling Co.	60
Duncan, Wm. C., & Co., Inc.	60	Monsanto Chemical Co.	22	United Bakers Bureau	27
Dunwoody Industrial Institute		Montana Flour Mills Co.	30	Urban, George, Milling Co.	30
Eckhart, B. A., Milling Co.	1	Montgomery Co.		Voigt Milling Co.	30
Evans Milling Co.	24	Moore-Lowry Flour Mills Co.	34	Wallace & Tiernan Inc.	Cover
Fisher-Falgatter Milling Co.	2	Morris, Cliff H., & Co.	60	Wall-Rogalsky Milling Co.	51
Fisher Flouring Mills Co.	55	Morrison Milling Co.	33	Watson Higgins Milling Co.	33
Flour Mills of America	22	Morten Milling Co.	53	Weber Flour Mills Co.	3
Forster Mfg. Co.	22	Nappanee Milling Co.		Western Star Mill Co.	17
Fountainhead Motel	22	National Yeast Corp.	36	Whitewater Flour Mills Co.	24
France, Francis M.	50	Nebraska Consolidated Mills Co.	59	Wichita Flour Mills Co.	23
Garland Mills, Inc.		New Century Co.		Williams Bros. Co.	60
General American Transportation		New Era Milling Co.	28	Williams, Cohen E., & Sons	60
General Mills, Inc.		Norton, Willis, Co.	29		
Globe Milling Co.	2	Novadel Flour Service Division			
Goetz Milling & Elevator Co.	6	Wallace & Tiernan Inc.	Cover		

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